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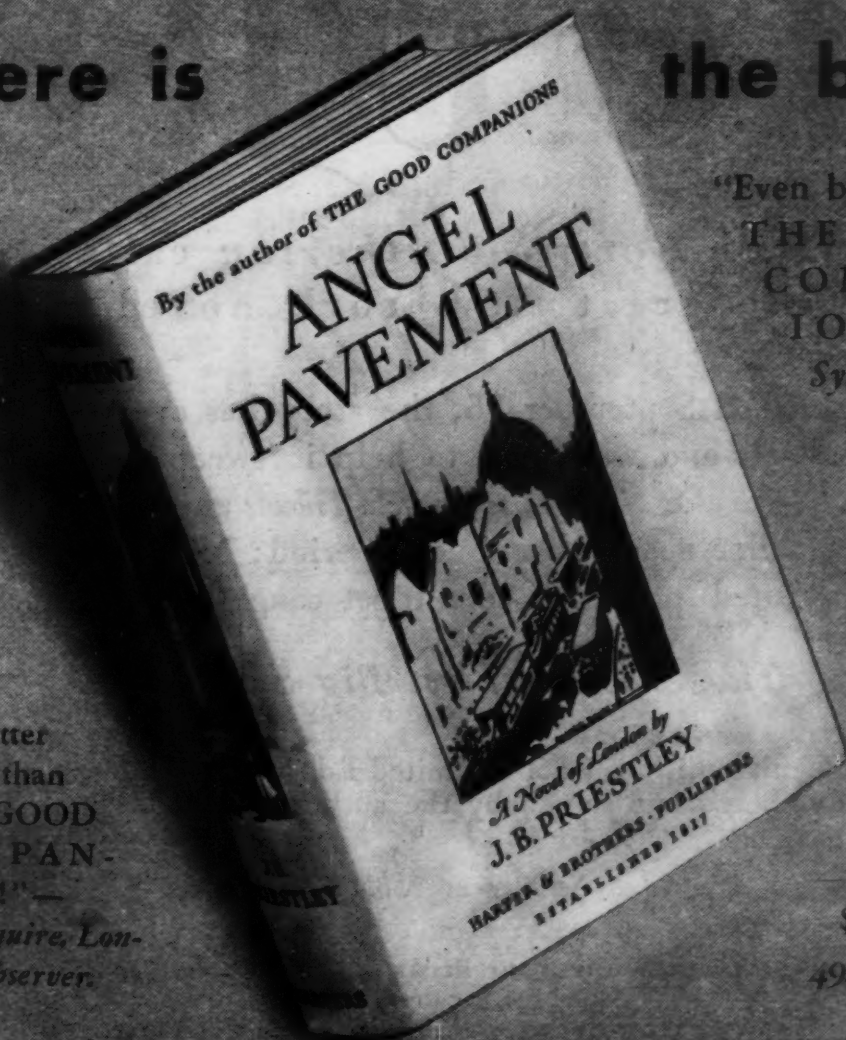
VOL. CXVIII

NEW YORK, AUGUST 30, 1930

No. 9

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Fig. 50. Aphrodite, from Kyrene
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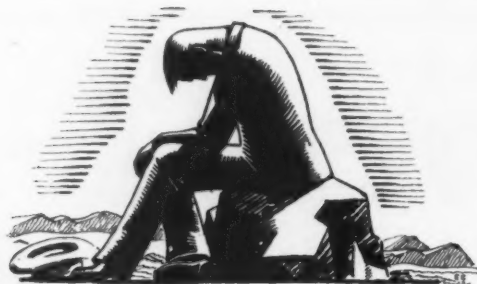
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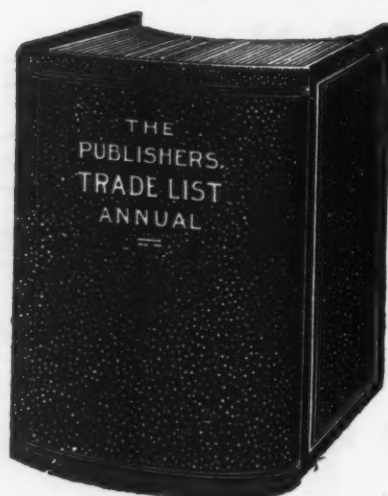
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BEST SELLING BOOKS DURING JULY

In fiction, A. P. Herbert's *Water Gypsies* and Buchan's *Castle Gay* were the best-sellers last month, and, in poetry, the collected edition of John Masefield's and Edith Sitwell's poems. There seems to have been a revival in the demand for Axel Munthe's *Story of San Michele*, which is mentioned three times in our list. Other books selling well are H. G. Wells' *Autocracy of Mr. Parham*, *The Edwardians* by V. Sackville West, and, of course, *The Good Companions*, published just a year ago.

	Fiction.	Biography, etc.	Poetry and Drama.	Miscellaneous.
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The PROOF is in the RECORDS

On Aug. 2nd, we suggested that a list introduced by *Seed* and two book-club selections for September might well bear your watching.

On Aug. 9th, we wrote with considerable warmth that "races are won by thoroughbreds," and suggestively added forthcoming Doubleday, Doran Fall titles.

On Aug. 16th, our enthusiasm burst the chrysalis of dignified symbol and emerged as a big, bold statement. In startling juxtaposition we presented static market conditions and ecstatic reprinting orders.

Perhaps we have been guilty of boasting. But the proof is in the records, and today we offer you facts.

Note the prosperous preponderance of Doubleday, Doran titles in this English trade best-seller list. Pardon our pointing—but 61% of the entries are books which, we think, have already been rather aptly described as *thoroughbreds* in every sense of the word: in selection, bookmaking and price!

DOUBLEDAY, DORAN

have the books

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 30, 1930

Proposal to Educate Our Educators

"Until Educators Are Better Educated, Until They Show a More Lively and Genuine Interest in Books, Until They Realize the Plain and Simple Function of Books as Practically Indispensable Intellectual Food, It Is Doubtful Whether the General Public Interest and Appreciation Will Increase."

W. T. Couch

Assistant Director of the University of North Carolina Press

I HAVE just recently finished reading Mr. Duffus' interesting discussion of books and their place in a democracy.* Since I am connected with a university press which was formed for the purpose of stimulating interest in the reading and writing of serious books, I am particularly interested in the conclusions Mr. Duffus reaches from his study. His most important conclusions, I believe, are that books are relatively unimportant in American life, and that the publishers and booksellers are primarily responsible for this relative unimportance. I have to agree entirely with Mr. Duffus that books are relatively unimportant in this country, that we are "grossly undersold . . . in the commodity of solid reading matter." But I cannot agree with Mr. Duffus as to the responsibility for this condition.

There are four large groups in this country which are immediately concerned with the promotion of reading and trading in books. These groups are the teachers, the librarians, the booksellers, and the publishers. Of these four groups, two do not have to depend on business enterprise and acumen for their existence—the teachers and librarians are generally supported by public funds and private endowments.

The publishers and booksellers do not have any such security: they have to depend on their receipts from sales to pay their bills, and they are able to continue in business only so long as they are able to continue doing this. Mr. Duffus certainly understands this clearly, yet he says: "the booktrade exists for one purpose and one purpose only, to bridge the gap between the author and his audience." Possibly this ought to be the primary purpose of the booktrade, but I do not know many publishers or booksellers who would continue in the business unless they thought they could make a living at it. The fact that publishers and booksellers exist on a commercial basis makes it impossible for them to indulge for any long period in educational efforts which do not bring commensurate financial returns. The comparative unimportance of "solid reading matter" in this country is not due to the failure of publishers to meet demands; it is due primarily to the failure of our schools to create demands. The evidence of this failure may be seen on all sides.

Those of us who are engaged in the business of publishing and selling books know that the great majority of the members of the professional groups—lawyers, doctors, teachers, preachers, public officials, corporation officials, and others—make very

* "Books: Their Place in a Democracy." Houghton Mifflin Co., Boston, 1930.

little effort to keep up with the more important literature of their respective subjects; and much less are they interested in reading and developing personal libraries of general cultural value. This is especially true in the South where my own organization is located, and is less true in the Northeast and extreme Southwest. The experience of my organization is probably different in many ways from that of other publishers, but in any discussion of efforts to sell "solid reading matter," our experience should be of some value. We have conducted numerous test selling campaigns, in which we have tried the effect of various kinds of selling efforts on various kinds of books—direct and through bookstores, singly and in sets, at regular and at cut prices.

As a university press we have consciously violated one of the primary laws of successful business. We have conducted marketing studies, but we have not aimed at commercial success by attempting to make our books fit exactly the already existing interests of our possible markets. We have selected subjects which have appeared to us to be important, and we have insisted on competent, authentic, and thorough treatment of them, trusting that in time we may be able to arouse a sufficiently large consumer interest to justify the expense of our efforts. So far, our selling campaigns in the South in almost every case have been financially unsuccessful. We believe, however, that our methods have been sound because similar campaigns covering materials of limited interest and of even less importance, directed to groups throughout this and foreign countries, have been unusually successful. When we have published books which we have thought should have special interest to certain groups in the South, and have found that we could not sell them on any basis on which we could pay our expenses, we have asked through special circular letters the reasons for the failure to buy. The most general answer has been lack of time, preoccupation with other interests, applause for the "good work" we are doing; and still no order comes through. We have secured reams of what has appeared to be excellent publicity; and we have used this publicity in our circulars, in our periodical advertising, and in gaining more

publicity—still without satisfactory results. We have written straight-forward, carefully descriptive advertising; we have written popular advertising appealing to snob, self-improvement, and bargain interests; we have used red-bordered stationery and illustrated advertising; we have sent our authors on lecturing and radioing trips; and we have even considered attempting to imitate the Inner Sanctum; but we have not been able to sell enough of our "solid reading matter" in the South to pay much more than the cost of our advertising, much less the cost of our manufacturing. If we had not been subsidized, we could not have published most of our "solid reading matter."

The apathy of certain groups toward books which they sorely need may be illustrated by a certain case on which I spent a lot of time and effort. We published a very excellent book on county government, and a public-spirited citizen gave us one thousand dollars with which to promote interest in the subject. He suggested that we might give away this value in books, but we knew from experience that books given away were not likely to be productive of any very good results. Among other things, we cut the price of the book in half and offered one hundred copies free to county government officials who would ask for them. Only sixty copies were asked for, and from later evidence I judge that very few of these have been used to any extent. However, in this particular case, the book has paid for itself many times in the improvements which it has stimulated in a few counties—but neither the publisher nor the author has profited any through sales of the book. It could not have been published without subsidy both to the author and the publisher. This case and abundant other evidence cause some doubts in my mind as to whether the "craving for books—even for good books—exists and can be cultivated" on a commercial basis wherever the effort is made.

The task of educating public officials and professional groups to the idea that books are necessary tools for their work is an enormous one, and cannot be accomplished by the unaided efforts of any one group: whether schools, libraries, publishers, or booksellers. The sad fact is

that so far the combined efforts of these groups have been comparatively unsuccessful. And our ineffective educational system is primarily responsible for this lack of success. The evidence is overwhelming that our college graduates often have never started—much less continued—the cultivation of intellectual interests after college; even our doctors of philosophy, our college and university professors, not without reason, are suspected in some circles of not following their specialties with anything like an appropriate zeal; and I am afraid a careful investigation would not show a high average of genuine general cultural interest—the investment of time and money in automobiles, radios, bridge, and the talkies in the great majority of cases will far exceed the investment in books. The investment of time and money in books probably decreases among the faculty members of the smaller and more provincial colleges and universities; and there are certainly large numbers of high school teachers who own practically no books except those *which* are given to them by textbook agents. (Mr. Duffus gives us practically no information on the existence or non-existence, or the desirability, of private libraries among different groups of teachers, professional, and other classes. How can a book of any value be written on the place of books in a democracy without most careful consideration of the prevalence and desirability of private libraries among different classes?) Now if any considerable number of our teachers feel that they can do without even small private libraries, how can we expect any very large number of the general public, or even of the professional classes, to be seriously interested in developing their own private libraries?

It is my opinion that until our educators are better educated, until they show

a more lively and genuine interest in books, until they realize the plain and simple function of books as practically indispensable intellectual food, it is doubtful whether the general public interest and appreciation will increase. Through all

of my school and undergraduate college days, I never had one teacher who said anything to me about developing a collection of books of my own. The nearest I have ever come to receiving any advice on this subject in school was when a principal once suggested that pupils ought to keep their textbooks and read them in the summer; and an English teacher suggested to me that I buy a copy of Palgrave's

"Golden Treasury" and keep it—which I did. This experience, while certainly not universally true, is probably true in the great majority of cases. Of course, it might be said that anyone who could go through high school and college without learning the importance of good books for the mind just as much as good food for the body, could not be taught anything, and in order to avoid straining his mind had better take out his mental exercise in mumble peg or the movies. I rather incline to this opinion myself; but when I am pushed I have to admit the matter is not quite so simple as this. Mental activity seems to grow on mental activity, and good teachers have been known to perform miracles in the way of stimulating other minds and starting their growth.

I have been very much surprised to find that Mr. Duffus has not had much to say in his volume about the part which schools and colleges actually play and might play in teaching the usefulness of books, the desirability of continued professional development, and the desirability of developing general cultural interests through constant reading of good books. Mr. Duffus reached the conclusion that "the relative unimportance of books in American life

ON August 9, William Morrow, president of William Morrow and Co., reviewed for the Publishers' Weekly R. L. Duffus' analysis of the American booktrade, "Books: Their Place in a Democracy." This article by Mr. Couch is a second commentary on Mr. Duffus' conclusions with particular emphasis on the statement that the American market is "grossly undersold—in the commodity of solid reading matter." To whom belongs the responsibility for this condition?

was due less to the apathy of the public than to the failure of those who distribute books to devise systems for reaching large numbers of people" ... and that "book publishing has fallen far behind the pace set by newspapers, magazines, motion pictures, and radio broadcasting." Mr. Duffus certainly cannot fail to realize that the development of a highly cultivated reading taste is a long time process, beginning on a vast level where low-priced reprints compete without any great success with innumerable newspapers, pulp magazines, and the magazines with comparatively enormous circulation carried by advertising. All of this material is reading matter; and, from the point of view of mental development, it makes no difference whether a thin love or mystery story, which will be read only once, is read in tabloid or book form. From this point of view, the circulation of books and material equal to certain grades of books is almost beyond calculation, exceeding many times the estimate which Mr. Duffus gives in his first chapter. Now it happens that the pulp and large circulation magazines have already captured most of that field which Mr. Duffus proposes for the publishers and booksellers to get by "finding out why and how different individuals and groups read." The study of consumers' interests is obviously necessary in any business, and anyone who imagines that the more successful authors and publishers have not already done this to the best of their ability, does not have any understanding of the business of publishing and bookselling. The really important questions from the point of view of the general value to society, as Mr. Duffus often suggests, are how to stimulate interest where no evidence of interest exists, and how to improve the taste of readers, that is simply—to educate. I do not believe any considerable improvement in taste can follow any very close and consistent aiming at the satisfaction of an already proved wide consumer interest. If this were true, this country would already be far along in the way of improvement of taste; and the tabloid would be proved to be the most effective educational instrument of modern times. Now Mr. Duffus certainly cannot believe this. Yet if publishers accepted his advice, I do not see how they

could avoid competition for the tabloid audience with tabloid writing in book form. But why put tabloid writing into book form? The tabloid form already carries advertising successfully, is incomparably cheaper, and therefore can reach a much larger audience.

There is no particular virtue in the book form which can make the reading of tabloid writing in book form any more efficacious than reading the tabloid in its own peculiarly successful form. If mere reading, and the mere quantity of reading have any value, then the tabloid form for certain enormous audiences in this country is obviously of more value than the book form. The problems of quantity production and quantity distribution of reading matter suited to the lowest levels of reading taste are plainly being given their best immediate business solution through the cheap magazines supported by advertising.

The cultural value of many of these magazines and newspapers, as well as a large number of our books, to my mind is exceedingly doubtful. I believe Mr. Duffus would agree with the opinion that any reading is not always better than no reading, that certain reading may have a healthful or harmful effect in stimulating and feeding the human mind, just as certain eating may have a healthful or harmful effect on the human body. But Mr. Duffus does not follow this idea to its logical and sensible conclusion: trained guidance by the one agency which is large enough, is most widely developed, has time enough, and exists primarily for this purpose—the schools and colleges. It may be, as Mr. Duffus casually suggests, that our schools and colleges are too much taken up with curricula and setting requirements and giving degrees. But there is really no sound reason why these considerations should interfere with the development of good mental habits and intellectual interests. On the contrary, a certain amount of routine and standardization are indispensable; and if our teachers do not know enough, and do not have intellectual power enough to use schedules and requirements to advantage in their teaching, then what we need to do is not to ignore the schools and the teachers but try to rejuvenate them.

It is entirely true, as Mr. Duffus says repeatedly, that we sorely need more and better private, public, and school libraries throughout most of the area of the United States. But it is neither possible nor desirable that our libraries should attempt to duplicate the educational work for which our schools have been developed. The library, in one of its proper spheres, is a part of the school and an indispensable part; every teacher should have the duty of introducing her students to that part of the library which is concerned with her particular subject or subjects; and from the primary grades onward, teachers should study and try to develop the healthy reading interests of their pupils. This is the time, I think, when interest in developing a personal collection of books should be started—in the great majority of cases if interest is not started now, it will be practically impossible to start at a later period. A great many of the difficulties met by teachers in our secondary schools and colleges are undoubtedly due to the failure to give early attention to the formation of good reading and bookowning habits. And there is no lack of good books with which to make a beginning. I am convinced that there are a good many possible and highly desirable publishing projects which could be carried out in this country, and which have been neglected now for a good many years because of lack of enterprise on the part of publish-

ers. But in general I should say in view of the exceedingly poor results of most of our teaching, in colleges and universities as well as public schools, and the consequent failure to create demands for solid reading matter, that some of our publishers have shown qualities little short of genius in carrying on certain valuable and very expensive publishing enterprises. The problem of what is healthy for any particular individual, as has been suggested above, is exceedingly difficult; and our teachers in dealing with individuals, for a good many years to come, will undoubtedly make as many stupid errors as our boards of censorship in dealing with more general reading problems. But no matter how stupid or incompetent they may be, so far as the great majority of our population is concerned, for many years yet, it is unlikely that there will be any adequate substitute for our schools and teachers.

I believe, therefore, that the first and most important task in educating the American public to the values and uses of books is to educate the educators, to persuade them to read and own a few books, infuse them with some understanding and enthusiasm for the main functions of their profession. To accomplish this will not be much easier than to solve the problem of raising oneself by one's own bootstraps; but certainly it must be done if books are to take their rightful place in this democracy.

The Size and Price of Books

Frank Swinnerton

EVERY now and then somebody—it is generally an author who has had no experience of publishing—cries out in the Press that books are too dear. He says that if they were cheaper they would sell better. He calls for paper covers, lavish advertising, and greater enterprise on the part of publishers. And he insists that his countrymen are waiting for good new books at popular prices.

As we read these challenging words sympathy wells up in our hearts. We believe that if such and such a book (the one we

have wanted to read) had been published at five shillings instead of a guinea, we should have bought it. The more ignorant we are of publishing conditions, the more sure we are that publishers are (a) profiteers, and (b) incompetents. As an author whose life has been spent in publishing, I want to show in this article that publishers are not profiteers, and that even their incompetence is exaggerated by authors and public.

This does not mean that I think that publishers are perfect. They are not.

They make many mistakes. Many of them are amateurs. Many are hidebound. But they are engaged in a very difficult calling, the conditions of which are imperfectly understood by those who look on. It is a highly competitive calling; and it is one in which profits are always comparatively small and nearly always highly uncertain.

In the past, it is true, there were profiteering publishers; but their day is gone. For one thing, the author of to-day rarely agrees to sell the copyright in his book. He merely leases to one publisher the right to publish in book form for so many years. He prefers to receive a royalty upon each copy that is sold to the booksellers or the libraries. The change is due to the rise of the literary agent.

Then the powers of the Trades Unions has led to the raising and leveling of prices charged for setting-up in type and printing, for binding, and even for packing books. Booksellers are better organized, and they insist upon trade discounts which were unknown when I first entered the publishing business. The circulating libraries, driven by their own difficulties (which arise from competition among themselves and from farcically inadequate subscription rates), have been forced to adopt a stern attitude towards expensive books. Advertising is costly; the margins of profit are small; sales in many cases are infinitesimal. It is not surprising, therefore, that many publishers nowadays are indulging in the mass production of books, in the belief that a thousand small profits and a number of small losses may balance themselves favorably at the end of the trading year.

These points are strictly relevant to my subject. For the size and price of books are dictated, not so much by caprice upon the part of the publisher, as by the circumstances of publication. And these circumstances are so numerous and so complex that the average amateur who criticises the publishers does so upon grounds which, to anybody who knows the facts, are absurd.

An author plans to write a book—not a novel, let us say, but one of those books which are known, except to novelists, as “serious.” If this author has a reputation, he may obtain a “commission” to write the book. He may prefer to write it on his own responsibility. In either case, he prob-

ably visits his agent, who, while he may not compete with the author in knowledge of the subject upon which the book is to be written, knows better than most authors what are the commercial possibilities of such a piece of work. He knows, that is, what publishers are most likely to consider the book, and what are the prices ruling for this class of book. He also knows (but does not tell the author) what is thought and said of the author in publishing circles. He says, naming a publisher, “This is a Tompkins book,” or “This is a Wiggs book.” The second step towards publication is thus taken.

If Tompkins & Co.—or Wiggs & Co.—wish to publish the book, the next question to arise will be, not so much what royalty per copy the author requires for his work, as what payment he must have in advance upon account of such royalties as the book may be expected to earn. The publisher, if left to himself, would prefer to make no advance payment; but he is in a minority on the point, and he will pay. The probability is that he will pay a sum rather in excess of the book's earnings in royalties. He will have to put down, on publication, cash equivalent to royalty on so many copies, whether five hundred or twenty thousand.

First, however, before he gives the agent his decision, he considers other financial matters. Supposing the agent has been bold, and has asked for an advance of one thousand pounds, none of which is returnable, whatever the sale of the book one thousand pounds must be set down as the first item in the debit account. The cost of illustrations (if any) is set down. The cost of reproducing the illustrations, the cost of paper for the illustrations, the cost of printing the illustrations. There will follow the cost of composing the book in type, according to the scale in force; the cost of paper for the book; the cost of printing (again to scale) one thousand, two-thousand-five-hundred, five thousand, or whatever numbers the publisher may think it worth his while to consider. An estimate of so much for corrections made in the type by the author, an estimate of so much for binding, for dust-cover, for a minimum amount of advertising; and an allowance of anything from twenty to thirty per cent. or more of the publisher's

turnover for what are called "overhead expenses," such as salaries, rent, packing, postages, lighting, heating, etc. The total will be formidable.

With these figures roughly grouped, the publisher will be in a position to realize that he is unlikely to make any profit upon the transaction. But publishers are optimists. They have to be optimists. Otherwise they would instantly go out of business.

I have suggested that the book is a "serious" work. Let us call it, for simplicity's sake, a biography. The author has new material, private letters, and the like. The book may be an important one in its own field, but not necessarily of universal interest. It is safe to suppose that such a book will be sold almost entirely to the select circulating libraries. Booksellers will account for a few, but only for a few. The English are in the habit of borrowing books of this kind; and nothing would induce them to buy. If the book were published at a shilling, in paper covers, it would sink without trace. Nobody would regard it as of any significance. And nobody would make any money out of it. Many thousands of people would be content with what they read of it in their newspapers.

It is clear to the publisher that such a book cannot be a small one. He might wish it to be small and lovely; but his wish counts for nothing. It must be large. It must look worth its price, whatever that may be, to the least cultivated human being in the British Isles. Its paper must be good and stout; its binding must be gilt; its size must be imposing; and its bulk not less than an inch and a quarter. Why? Oh, because there is a convention to that effect. The publisher, perhaps, would like to use a thin paper. He would like to use a special type, a limp binding, a pocket size. That would be useless. The first bookseller to whom such a book was shown would fling it back at the publisher's traveller. "What!" he would say (and booksellers are very outspoken to publishers' travellers). "D'you expect me to sell a book like that for fifteen shillings? Absurd."

And the bookseller would be right. The bookseller knows that books are only bought in England as gifts, and he knows

what his customers say when they are offered a small book at a high price. The customers know nothing of costs; all they know is that they are giving the book as a present, and that unless it is large and fat it will not seem to the recipient to be much of a present. The recipient will say, "Oh, what a da-ahling little book!" But the recipient will feel that the book is *rather small*. And the donor will agree with her. That is why, for all the justifiable outcries of professional readers against the heavy book and the bulky book, heavy and bulky books must continue to exist. The publisher dare not experiment too courageously, unless he is a determined—even a reckless—pioneer. He is governed by the law of stupidity which causes all purchasers to look for the big apple, the big-hearted cabbage, the big joint, and the big book. If a book is small it *must* be cheap. Because, you know, it *looks* cheap.

So it must be large, unless it is a novel. It must be the size to which the libraries and booksellers are used—large enough, and handsome enough, to seem worth whatever price the publisher decides he must charge for it if he is to see his venture-some capital back. And as to price, he nowadays has definite limits. The libraries (through whom most expensive books, and most novels, are circulated in this country) have been forced to make a stand as to price. They announce that they will not undertake to supply to their subscribers any novel published at more than eight shillings and sixpence (whatever its length), or any work of non-fiction published at more than thirty shillings (two volumes understood). A one volume book, unless it is some sort of catalogue raisonné, cannot be priced at more than a guinea, though the author may have worked for five years in writing it, and the publisher may have paid extremely large sums of money which could only be recovered by considerable sales at a higher price. Having made rules, of course, the libraries are bound to protect themselves by applying them impartially.

The booksellers and libraries represent the upper millstone and the manufacturers the nether millstone between which the publisher leads his uneasy life. Authors and critics are merely gadflies who assail exposed and uncrushed portions of his ana-

tomy. Authors, it is true, demand money for their efforts; and some of them are a great nuisance. Critics do not matter, except in so far as their remarks slightly influence sales or affect the house's prestige. But between the manufacturers, with scale prices, and the librarians and booksellers with their trade discounts and their assumption that they alone have "overhead expenses," the publisher is hard put to it to snatch a profit from his wares. In the case of the biography I have imagined, he is in a dilemma.

His question may be put (to himself) in some such form as this: "Can I sell two thousand copies at fifteen shillings? Wouldn't it be safer to do it at a guinea and 'get home' on the smaller sale?" The cost of production will be the same, whether he publishes at a guinea or fifteen shillings, but the author's royalty will rise, if the higher price is chosen. The author will get, at fifteen per cent., two shillings and threepence in the one case, and three shillings and three halfpence in the other. The bookseller or the librarian who buys the book before publication will expect to buy copies at one third off the published price (this low price is the bookseller's inducement to buy copies before publication, while for the librarian it is the inducement to buy in quantity), so that the publisher will receive, roughly, ten shillings a copy for a fifteen shilling book, and fourteen shillings a copy for a guinea book.

Say he prints fifteen hundred copies of a fifteen shilling book, he will reckon to get, by the sale of the entire edition, about £750. Of this amount the author will receive, nominally, just under one hundred and forty pounds. But I have already mentioned that the author expects to receive a sum in advance of royalties, on the day of publication. If the book is a good one, and if the agent can persuade the publisher that it is likely to be profitable, the advance payment will be more than one hundred and forty pounds. It may be a good deal more. It will almost certainly not be less than one hundred and fifty pounds.

The printer is the person whose charge will be the next heaviest item; and he and the stationer, between them, will receive about the same as the author—say another hundred and fifty pounds. Binding at a

shilling a copy, dust-cover, photographs, etc., will bring the total cost to about four hundred pounds. Advertising may, according to the publisher, vary, but few publishers of any standing would reckon to spend less than a hundred pounds upon advertising a book of this kind and price, while many, if they think they have something people will buy, will go beyond that figure. Let us cling to the hundred pounds (this would pay for four of the large, splashy advertisements of which the modern publisher and author are fond!), and call the total cost five hundred pounds. It will be seen at once that there is a glorious margin of two hundred and fifty pounds. "All profit!" cries the indignant amateur. "Disgraceful!" But the amateur will be wrong. The two hundred and fifty pounds will not be all profit.

I know that the question of "overhead" or "working expenses" is one upon which there is much contention. I know that some publishers include advertising among working expenses, and that some do not. But in general, special pleading apart, it is, I believe, fair to average the publisher's working expenses at about 25 per cent. of his turnover. With some houses the relation is smaller; with others, larger. Working expenses include all staff salaries, lighting, heating, rent, and in fact, everything required for the proper functioning of the publisher's business. They include the payments made to "readers," clerical staff, packers, travelers, etc. They include postages and stationery, the materials for packing, the entertainment of authors and potential authors, and all incidental charges whatever. And upon the book I have been imagining the proportion of "working expenses" to turnover would be, roughly, one hundred and fifty pounds. If, therefore, the publisher sold fifteen hundred copies of this particular book, his profit upon the edition would be a hundred pounds.

But it must be explained here that as a rule the average book published at fifteen shillings sells either a good many more than fifteen hundred or a good many less. The average sale is between eight and nine hundred copies. If, therefore, the publisher has expended upon producing the book as much as I have indicated, but has saved upon the binding (for he binds books as they are required, and may have kept his

bindings as low as a thousand, which will include one hundred free copies sent out to the Press for review), his costs will stand at £625, and his returns from sales (putting the figure at nine hundred copies) at round about £450.

If the publisher made one hundred pounds profit upon every book he published, he would not do too badly. He might grumble, and try to cut costs, but he would be able to live in comfort. But he does not make a hundred pounds per book. I think it is probably true that 75 per cent. of the books published each year involve their publishers either in losses or in profits so small as to be noticeable only in bulk. This being the case, it cannot be wondered at that the author who sells ten thousand copies at fifteen shillings is much admired in the publishing trade; while the author who sells fifty thousand copies at that price rouses the whole trade to ecstasy. Or he would do this if he existed, which I doubt.

It may be remarked at this point that comparatively few books are published at fifteen shillings. The majority of books, I shall be reminded, sell at seven shillings and sixpence. True. They are novels; and novels are supposed by the uninitiated to sell in millions. Some of them actually sell in thousands. Others do not. It is safer to calculate in hundreds. A first novel that sells over one thousand copies is a success. An author may have a name that is quite familiar at least to bookish readers, and sell no more than fifteen hundred copies of a new novel. Any novel that sells five thousand copies is a great success. A novel that sells ten thousand copies is seen everywhere, even by the author's friends. As for a novel that sells one hundred thousand copies, that is a miracle.

Nor, for the publisher, is the best-seller an unmixed blessing. In itself, it is an intoxication, and of course the dream of all; but it produces in turn an intoxication in the author which is fraught with peril to the publisher. At the news that he is a best-seller, an author's mouth opens wide. His head swells. He begins to place himself at the head of all authors whatever. He becomes an extremely bumptious and unpleasant person, a nuisance to all. And his next book, unless the publisher has him very closely bound by an already existing

agreement, will be bidden for by all publishers. His ideas of terms will expand. He will demand increased royalties and much increased advances. His expectations of increasing popularity will be Gargantuan.

The author begins modestly. He has to do so, because he is offering something for which as yet there is no demand. He perhaps accepts a ten per cent. royalty. At ten per cent., upon a sale of 750 copies, including two or three hundred sold to the colonies at a cheaper price, he may for his first book earn something over twenty pounds. Stanley Unwin, in his book, "The Truth about Publishing," gives a typical profit and loss account of a moderately successful first novel, of which the total sales are 1036 (including 376 to the colonies). Upon this book the author receives in royalties the sum of £29 6s. 6d. The publisher's loss without any allowance at all for overhead or working expenses, is set down at £69 11s. 0d.

But other books are to follow. The publisher is ready to lose money upon the first, for the sake of future profits. True, the author's second novel may have a smaller sale than the first. His third may do even less well. But if his third novel sells five thousand, what happens? He is a success. Other publishers have heard of him. They all think they can sell his work better, and make a larger profit for all parties, than the original publisher has been able to do. There is no bribery—almost every publisher in the world hates (he will tell you) the thought of poaching authors from other firms;—but there is a hope, a pressure, a confidence, that amounts to a promise. And the best promise a publisher can give is a cheque paid on publication day for an advance larger than that offered by his rivals. The most honest publisher in England, the man who is struggling to keep an author who has been successful in his hands, is bound either to compete with his rivals or to sacrifice his successes as soon as they are made. Which is he to do?

Either the original publisher clings to the author, or another firm begins to publish the author's books. But the royalty is higher; and so is the advance payment. The royalty is fifteen per cent. rising to twenty; or twenty per cent, rising

to twenty-five. The advance payment represents an adjustment between the author's notion of limitless sales and the publisher's weary knowledge that success is often only skin deep. It may go no farther. Some authors are very greedy; some publishers are very sanguine, or very reckless. Most successful authors receive in advance from their publishers, on publication of a new book, a sum in excess of the ultimate earnings of that book in royalties according to the agreed rate.

How can this be done? If so many books are failures, and if the successes are so exploited by the authors and their agents, how do publishers live? I have already given the answer. The cost of setting up a book in type is the same whether ten copies or a hundred thousand copies are printed. The cost of machining additional copies, and the cost of paper for those additional copies is very small. It is only a few pence per copy. The only items which are maintained, copy by copy, are those of author's royalty and binding. The price for binding very large numbers may be slightly cut; the precise amount of the author's royalty when set against gross profits, hardly matters. The capital sum paid to the author, set against the total turnover, may represent a larger royalty than the author is supposed to receive; but profit is profit, and only gross totals matter to the publisher who has gambled and won.

The profits upon a successful book are often very large indeed. They are large enough to pay for the losses upon many unsuccessful books. They have to be; for the publisher charges the same price for that book which sells five hundred copies as he charges for the book which sells fifty thousand copies. What he makes upon his swings he loses upon his roundabouts;

and the roundabouts are innumerable, while swings come but rarely and then with difficult consequences, as I have hinted. For it is possible for a best-seller to lose money for the publisher if he has paid too much for it; and there are best-

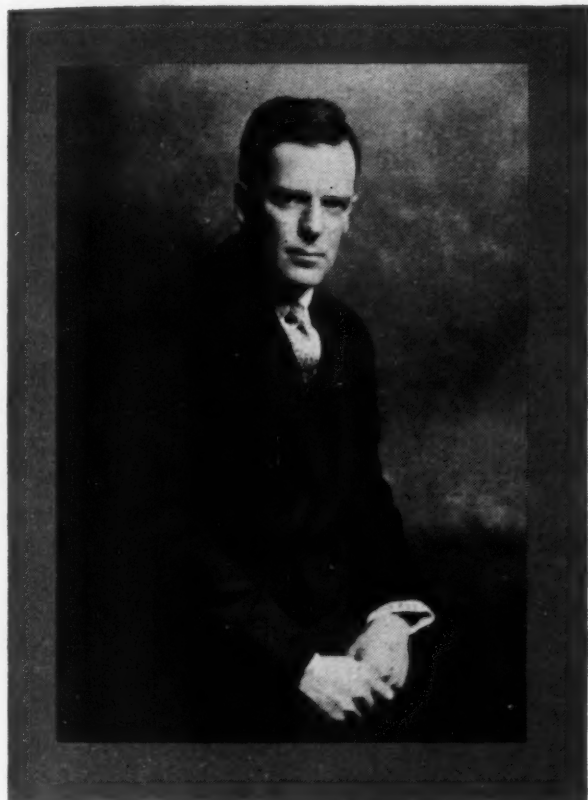
"IT is possible for a best-seller to lose money for the publisher if he has paid too much for it; and there are best sellers today who represent losses to their publishers because the price paid has been bidden up beyond the safety limit. How difficult it is to be sure that some other fellow will not pay more! How impossible to be sure whether the next book will equally take the fancy of the public! Its sales may soar or they may dwindle. The book may be a bad one, or a master-piece; but publishing is a trade, and a precarious one. When they think in best-sellers publishers are gamblers. Their experience is so much more frequently of worst-sellers that the prospect of a change goes to their heads and makes them foolish."

sellers to-day who represent losses to their publishers because the price paid has been bidden up beyond the safety limit. How difficult it is to be sure that some other fellow will not pay more! How impossible to be sure whether the next book will equally take the fancy of the public! Its sales may soar or they may dwindle. The book may be a bad one, or a master-piece; but publishing is a trade, and a precarious one. When they think in best-sellers publishers

are gamblers. Their experience is so much more frequently of worst-sellers that the prospect of a change goes to their heads and makes them foolish.

The sizes of books are dictated by popular stupidity, combined with the publisher's fear of the risky experiment. The prices of books are dictated by the heavy costs and small sales, on the one side, and by large discounts to the libraries and booksellers upon the other. Authors, printers, stationers, clerks, packers, travelers, binders, booksellers, and librarians must live; and the publisher represents the link between all these people. He has no grievance against the others; but he sometimes wonders, I believe, why he is so often described as rapacious, when his first anxiety is that of a continued solvency. When he makes a fortune, as he sometimes does, it is because successes have outnumbered his failures over a period of years. When he fails, there are so many eager to take his place that few notice his absorption into some wholesale organization for the manufacture of books.

Putnam Joins Brewer & Warren



George Palmer Putnam

GEORGE PALMER PUTNAM has joined Brewer and Warren, Inc., as Vice-President. From 1919 until he recently resigned from the Putnam firm, Mr. Putnam has been one of the most creative of American publishers.

He is himself an explorer and was a director of the American Museum of Natural History Expedition to Greenland in 1926 and the Putnam-Baffin Island Expedition in 1927. He has secured for the Putnam firm a long list of books on exploration and adventure: Lindbergh's "We," Amelia Earhart's "Our Flight In The Friendship" and the many books of William Beebe come at once to mind as well as Nitti's "Escape," "The Three Musketeers Of The Air," Byrd's "Little America," etc. A very clever idea of Mr. Putnam's was to publish a series of juveniles from the same field which he had found so successful for adults. His son, David Binney Putnam began at a

early age to be a member of various expeditions and has written three best sellers for boys in his own right. Other first-hand adventure stories written by boys for boys include "A Boy Scout With Byrd," "A Boy Scout With The Sea Devil," "Boy Scouts On The Oregon Trail."

As Vice-President of Brewer and Warren, Mr. Putnam will continue his highly specialized editorial activities. Brewer and Warren, a young firm, will develop a travel and adventure list, a new departure for them, and Mr. Putnam will have no general office and business detail. He can give his whole time to the sort of editorial work which he likes best. Mr. Putnam's gift for creating unusual juveniles will fit in with the plans of his new firm to enlarge its juvenile list. Further than this, there will be no change in the policy of the Brewer and Warren firm. Their aim is to have a general well-rounded list but they will continue to specialize in very modern fiction.

One of the outstanding books on its fall list is "The European Caravan: The New Spirit in European Literature," an anthology of the writings of young Europeans. Another of special interest is books on modern architecture. Brewer and Warren, it will be remembered, were the publishers of Le Corbusier's "The City Of Tomorrow," Le Corbusier's "Towards A New Architecture," Yerbury's "Modern European Buildings," A. M. Rindge's "Sculpture," Meier-Graefe's "Vincent Van Gogh" among others.

Joseph Brewer, President of Brewer and Warren, is head of the editorial department which also includes William Rose Benét, who joined the firm in 1928, Josiah Titzell who combines with his editorial duties direction of the firm's publicity, George C. Watterston who reads French and German manuscripts as well as some English manuscripts and Reba Christoph. Edward K. Warren is Vice-President and Treasurer of the firm and head of the business department, and Priscilla Crane is Secretary of the firm and in charge of the firm's manufacturing department.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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August 30, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Children's Book Week

PLANS for Children's Book Week are started in the summer, but the first contacts with other groups who are to cooperate begin in September, especially with the opening of the schools. Many booksellers are finding that almost the chief value of Book Week's annual observance is the contacts it provides with public and school librarians. It is the schools that have the broadest opportunity to dramatize to the community the importance of the family's attention to children's reading. Many booksellers writing of their 1930 plans to the *Publishers' Weekly* mention the importance of this school contact. Others add to this an emphasis on the use of displays in connection with the schools or in connection with women's clubs and college clubs. Several booksellers tell us of annual appointments with schools to talk about books, and a great many others apparently find one of their best activities is the planning of an essay contest on such subjects as "The Best Book I Have Every Read." Some bookshops begin to distribute children's catalogs with the opening of schools to help the teachers and thus establish a friendly relationship on the problem of children's reading.

In the ten years since Book Week started the event has become almost a fixed celebration in thousands of schools. The results have proved that booksellers need the inspiration that this work can give and should be ready to cooperate by supplying books as prizes. September is none too soon to begin.

For the Manager of the Children's Department

THE reference shelf for a Children's Book Department is steadily growing in value and usefulness, and each year worth-while additions are made. In its place beside the "Standard Catalog of Children's Books" issued by H. W. Wilson Company should be put the "Standard Catalog of History and Travel" compiled by Minnie Earl Sears, a volume that will be useful in this department as well as on the main reference desk of the store. The "Standard Catalog of Biography" by the same editor issued three years ago is similarly useful.

Probably no children's department is without its copy of "Realms of Gold" compiled by Bertha Mahony and Elinor Whitney of the Bookshop for Boys and Girls in Boston and published last year by Doubleday, and a book to take its place beside this in value has just now come from the American Library Association, "A Graded List of Books for Children" compiled by Nora Beust under the direction of an A. L. A. committee, of which Anne T. Eaton was chairman. This volume has been greatly needed and will be appreciated by the bookseller who is increasing his contacts with the school system and wishes to know just what books to carry for different grades and on different subjects. A study of the list will indicate how much school librarians' ideas have changed since the days when the only books in a schoolroom where the series of readers. Textbooks are now better than ever and used in greater profusion, but for supplementary reading the collections have been enriched by books of a trade type, as this list shows.

While the book by Miss Beust concentrates on the library selection for the elementary school, the American Library Association has ready a book entitled "500

Books for the Senior High School Library" which will be valuable to the bookstore in cooperating with the librarian of the secondary schools. The volume has a preface by W. Wilbur Hatfield.

Through the American Library Association also comes a volume called "Children's Books and International Good Will," a report and a book list which gives the names of the books which were gathered at Geneva last year in connection with the third biennial conference of the World's Education Association, books which various countries considered to be their most characteristic contribution to children's reading.

Another guide to the best literature of all countries is found in an A. L. A. publication entitled "Children's Books From Twelve Countries," published this year at fifty cents. This list has been brought out under the supervision of the Book Production Committee of the Children's Librarians' Section, with Mary Gould Davis, now president of the Section, in charge. Most of the books in foreign languages can be had from American importers.

From the Committee on Library Work With Children of the A. L. A. comes the second volume of their annual reports called "The Children's Library Yearbook." The first volume is obtainable at \$2, the second at \$1.35. The articles collected by these annuals are informative and stimulating. Besides a dozen signed contributions, there are lists of books and of librarians. A similar yearbook on "School Library Work" has now reached its fourth volume.

A key to the best plays for children is part of the index entitled "Plays for Schools and Little Theatres" by Frederick Koch and Nettina Strobach, published as a bulletin of the University of North Carolina. Each play is described and the publisher and the price listed.

A SPECIAL CHILDREN'S
BOOK DEPARTMENT BE-
GINS IN THIS ISSUE ON
PAGE 803.

Chain Store Statistics

CHAIN stores, being in large groups and nationally owned, have supplied to the press full reports of sales, but the difficulty of interpreting the amount of sales is that the increase represents simply the increase in the number of stores and not the increase in sales per store. The current issue of *Business Week* studies chain store statistics and finds in the dwindling profits of chains a prophecy of drastic changes with mergers and eliminations. The ten most prominent five and ten cent stores showed an average net profit of 7.77% which dropped to 6.82% in 1929. Statistics from the four largest five and ten cent stores shows a decrease in sales per store of 4%, while dollar profits per store fell \$3100, or 13.4%. Department store chains have fared even worse. Though the number of stores using the chain methods increased in two years from 1,070 to 1,702, during this period each store did less business than in 1927 by almost 20%. The net profit dropped from 6.12% to 4.87%. These studies taken in connection with the banner year of 1929 do not point to a strong position for chain stores and chain store investments for 1930.

From Paper to Cloth

THE Book League of America, whose program includes the delivery to subscribers of one current book in paper and one standard book in cloth, is now to bind both its books in cloth. In its statement it says, "After two years of experimentation with paper formats, the Book League finds the use of paper covers impractical for its monthly selections, inasmuch as its subscribers prefer to keep them as permanent additions to their libraries." The September book of the League, Sudermann's "The Dance of Youth," will therefore be in cloth. The League also announces that its Board of Editors, which heretofore has only selected the new book of the month, will now select the classic, also, and the one selected for September will be "Madame Bovary." The committee includes Eugene O'Neill, Gamaliel Bradford, Edwin Arlington Robinson, Alice Roosevelt Longworth and Herbert Gorman.

In and Out of the Corner Office

THE Southworth Press of Portland, Maine, well known to lovers of good printing, announces that Paul Johnston now becomes its New York representative. Mr. Johnston is well known as a typographer, and has a private press at Silvermine, Norwalk, Conn. This gives the Southworth Press a closer contact with New York, but the plant in Portland is, as before, under the supervision of Fred Anthoensen. The Press has many clients among the New York publishers. Mr. Johnston is the author of many articles in the bookmaking section of the *Publishers' Weekly*, and will contribute an article on F. W. Goudy to the next number of the *Fleurbaey*. Mr. Johnston has been for five years freelancing in typography and book design, and has handled every detail of book production. His book called "Biblio-Typographica" is now in process of production by the Southworth Press, to be published by Covici, Friede this fall. ❀ ❀ ❀

Bennett Schneider made us a call this week and brought good reports of the developments of his shop on the Country Club Plaza in Kansas City. Few suburban developments in American cities so dominate the best residential field as does the Country Club section of Kansas City. Mr. Schneider's shop is rapidly increasing its sales totals and 1930 is well ahead of 1929. ❀ ❀ ❀

In the face of so much pessimistic talk about trade conditions, it is refreshing to hear from one salesman, just returned from a trip through the Middle West and South, with business thirty percent better than for the past five years. The salesman is Clarence E. Dittmer, who has sold religious books for five years, now for Richard R. Smith, Inc., and formerly as representative of Doran, and Doubleday, Doran. He reports considerable caution in the trade in the matter of placing large stock orders, but his sale of new publications was more than enough to make up for this. ❀ ❀ ❀

Will Ransom was in the office a day or two ago, having come down from Rochester, where he is now connected with



Paul Johnston

the new book production department of The Leo Hart Co.'s press and is looking for books to print. We were pleased to be able to show him the comment in the *London Mercury* by B. H. Newdigate of the Shakespeare Head Press on his book, "Private Presses and Their Books," which the *Publishers' Weekly* office had the privilege of publishing last year. The *Mercury's* comment was, "Mr. Will Ransom has here gathered together so much authentic information about private or quasi-private presses, historic and modern, well known, little known, and, to me, at least, hitherto unknown, with check-lists of their output, that their book will become for bibliographers a standard book of reference."

Mr. Ransom's book was published in a limited edition of 1,200 copies, and all but a couple of hundred copies have been sold in the first nine months after publication. ❀ ❀ ❀

Small Bookshop Management

Franklin M. Watts

CHAPTER X

Equipment and Supplies

EVERY shop should have all of the equipment and supplies necessary to conduct the shop efficiently, but no money should be spent for equipment that will not bring sufficient profit to justify the expenditure. Success or failure in retailing is determined to a large degree by the care with which money is spent. The gross margin of profit is fixed; so the net profit depends considerably on the amount of money that can be saved on operating expenses. However, it never pays to lose efficiency or total sales at the cost of small expenditures.

Is a cash register necessary? It is hard to see how an accurate record of receipts can be kept without a cash register. When getting a register it is well to get one that will keep a record of sales by salespeople. There is no reason, if one will keep any accurate records, to have a register that keeps a record of sales by sections; this is at its best inaccurate. By other means, as will be seen later, the same results can be obtained. Separate drawers for each salesperson are advocated. Then a careful check of their accuracy in making change can be kept.

Next to a cash register the most important business machine in a store is a typewriter. If the shop is small with a minimum space, a portable machine will suffice. If there is a place for a standard size machine this will give more service and be more economical. A rebuilt machine will give excellent results. In buying a machine, don't pay too much for one and buy it from an established agency that will be glad to render service on it. It should be a standard practice always to make a carbon copy of each letter that is sent.

A drawer letter file is valuable, if there is sufficient space that is convenient. A three drawer file should last for many years. One drawer can be used to hold

the publishers' catalogs and announcements. Another will be good for all correspondence. It is well to keep a separate envelope or folder for each firm and put all letters to and from the firm in the same folder. In this same drawer can be kept the orders placed for merchandise and un-received orders. The other drawer will be handy to keep all invoices and statements from publishers. These should be filed in separate pockets for each publisher. By having a drawer file, much time will be saved in keeping records.

Card Files

Cardboard box files will be satisfactory for keeping customer records, and stock records. Plain 3 x 5 cards will prove satisfactory for this purpose, if they are to be typewritten. If written in long-hand, a ruled card will prove more satisfactory. Customer records and mailing lists are best arranged alphabetically by types. Stock records should be arranged by publishers. Elaborate systems of card files do not add to the shop's efficiency. A plain box file of cards 4 x 6 arranged alphabetically by author will suffice for a rental library until the books are numbered in the thousands.

Letter Heads and Order Blanks

It is very easy to run printing expenses up to large amounts. A plain letterhead giving just the name of the shop and the address printed in one color will cost much less than to use a cut and have the letterhead printed on expensive paper. A thousand sheets and two thousand envelopes will last a long time. The same envelope can be used for both orders and letters. Printed order blanks are not necessary. One can buy order blanks at any stationery store, and the name can be filled in. After the business is prospering, printed order blanks can be ordered. In ordering jackets for a rental library,

it should be remembered that they will only be used once. They might as well be of a bright colored paper with a single color printing.

Wrapping Paper

The chief value of a wrapping paper is to cover the merchandise. Any number of attractive papers can be had at reasonable expenditures. There is no reason for having the store name printed on the paper. Colored string is a way to give a gay touch to the package. Printed tape can be used in place of string but it is doubtful—unless the shop is appealing to an ultra-smart clientele—if it is worthwhile.

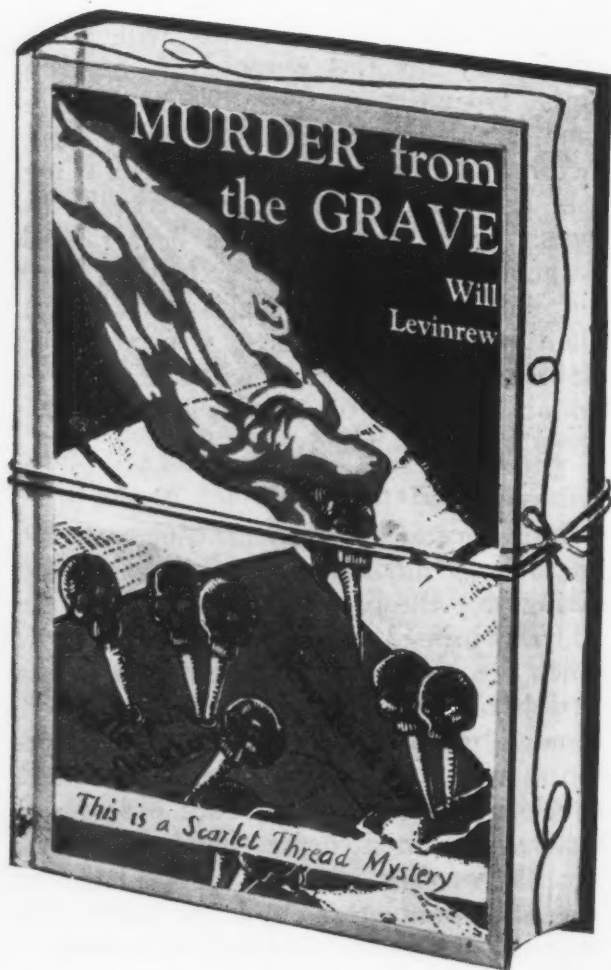
Parcel post scales will be necessary to ascertain the amount of postage that will

be required to send packages for customers. Customers are always willing to pay what they know the package will cost; they dislike to have to pay even a cent more if they think the amount is being guessed. Customers will often pay five dollars for a present gladly, but they might transfer their trade to another shop if they felt that they had been overcharged two cents in mailing a package. It is the little things that build a loyal clientele.

Housecleaning Supplies

There are many things that will make the job of store cleaning lighter. The rule before spending money for these housekeeping items is the same as for other equipment—spend only for that which will pay in dollars and cents.

In the Bookmarket



McBride's new series of Mystery Stories

UNDER the title *Scarlet Thread Mysteries*, McBride is issuing a series of selected mystery stories. Other manufacturers brand their product with a mark of excellence, and McBride's think it is entirely feasible to establish a trademark for first-rate detective stories.

The decorative picture label and the description of the contents of the *Scarlet Thread Mysteries* are inlaid in the front and back covers and are protected by a cellophane wrapper. The edges of the sheets, head, front and foot, are stencilled with a scarlet thread. The book is wrapped and tied with binder's scarlet thread. While the manufacture is entirely practical, the book is novel in appearance. Only novels that in the publishers' opinion are well above the average, will appear in the series, so that the *Scarlet Thread* becomes a guarantee of excellence. The first four novels in the series appear on McBride's autumn list: "Murder from the Grave," by Will Levinrew; "The Trent Trail," by Wyndham Martyn; "Diary of Death," by Wilson Collison; "The Manville Murders," by Cortland Fitzsimmons. At least eight volumes a year will be issued. For every ten copies of a title ordered, the dealer is given a free copy. ❀ ❀ ❀

A recent dispatch from Vienna says that Professor Sigmund Freud is to be the recipient of the Goethe Prize, the greatest literary and scientific honor that can be conferred on anyone in Germany. Presentation of the award will be made at ceremonies in Frankfurt this week. ❀ ❀ ❀

Following the success of the group of magazines published especially for the Woolworth Company, magazines of four special types, Movie, Home, Love and Detective, a new series of magazines has been launched for distribution through the Kress and Kresge chain, and the first two announced are the *Modern Screen Magazine* and the *Modern Love Magazine*. The initial printing is expected to be 525,000 copies. The four Woolworth magazines reached a sale of 1,295,000 copies. The magazines are published outside the jurisdiction of the chain stores by the *Dell Publishing Company*. ❀ ❀ ❀

DOLLARATURE

or
THE DRUG-STORE BOOK

BY ELLIS PARKER BUTLER



On September 5th, *Doubleday* will publish "The Edwardians" by V. Sackville-West; and on September 10th, *Houghton* will publish "Portrait of a Diplomat" by Harold Nicholson, her husband. Mr. Nicholson is the author of "Some People," a volume of semi-fictional biographical portraits, which was received with great acclaim. The new biography is a portrait of Mr. Nicholson's father, Sir Arthur Nicholson.

To its large colored portraits of Ameri-

"Although you might not notice it at first glance, a tooth brush is more like a theater seat than like a book," says Ellis Parker Butler in "Dollarature." Many people can read one book, he elucidates, but only one person can use a toothbrush or a theater seat. ❀ ❀ ❀



Harold Nicholson

can authors the firm of *William Edwin Rudge* has added two more issues, Eugene O'Neill, done by C. LeRoy Baldrige, and Ralph Waldo Emerson by Robert Kuwahara. Earlier pictures in the series were those of Poe and Melville, and the next one to be added will be of Lafcadio Hearn. The portraits are limited to 300 copies, signed, and the price is \$7.50. These prints when framed, make appropriate decorations for bookstores and are good bookshop merchandise at the same time. Rudge has also now ready for delivery three more volumes of the noble edition of "Private Papers of James Boswell," one of the monumental undertakings in American publishing. ❀ ❀ ❀

Brewer and Warren are offering to the person selling the greatest number of copies of the tennis novel "American Girl" by John R. Tunis between August 15th and September 10th two tickets to the finals of the Men's National Tennis Championship to be held at Forest Hills, on Saturday, September 13th. There will be two tickets for large bookstores and two tickets for small bookstores. Mr Warren, of *Brewer and Warren*, by the way, is a member of the West Side Tennis Club Committee in charge of the Women's and Men's National Tournaments.

Chicago Booktrade News

Milton Fairman

of *The Chicago Evening Post*

RELIGIOUS books are selling well, and this branch of the trade has not felt the almost general summer depression of business. Alec R. Allenson, president of the Blessing Book Stores, Inc., reports. As an experiment, a July book bulletin was prepared and sent out by the stores from their headquarters at 63 East Adams Street. The broadside was so effective that a successor to it was immediately prepared and mailed out during August to 15,000 prospective purchasers whose tastes run to religious books.



As an aid to booksellers soliciting subscriptions to "Child Life," Rand McNally & Company have published a booklet, "Modern Teaching with Child Life Projects." Florence Hale, vice president of the National Education association, is the author of the work, which has to do with the use of juvenile magazines in class room work. It is designed to guide teachers in the work supplemental to that laid down in the regular curriculum.



The galleries of A. Kroch's International Book Store at 206 North Michigan Ave., have been showing an exhibit of the art of Sui Wesley Chan, including water colors, oils and lithographs. The Walden book shop at 546 North Michigan Avenue has an initial showing of the paintings of Conrad Kramer, while the new gallery in the Palmolive building shop has an exhibit of the work of Ivan Le Lorraine Albright.



James Underhill Lupton, owner of the Studio Book Shop, 1256 North Wells Street, has published a book of verse, "In Many Moods."



Chicago booksellers are featuring in window displays the new novel, "Wild Onion," by Loren Carroll, which purports

to be the first serious portrayal of a gangster's mental makeup. Carroll, a former reporter who got his material first hand, is now a financial writer. The stores and circulating libraries also report a demand for Van de Velde's "Ideal Marriage."



The suit which Walter Shaver, president of the Rent-a-Book corporation, filed some months ago against Rev. Phillip Yarrow charging him with false arrest, is due for an early hearing during the fall court term. Shaver was arrested by police on Yarrow's complaint after he had filled an order for a supposed obscene book asked for by one of the reformer's agents.



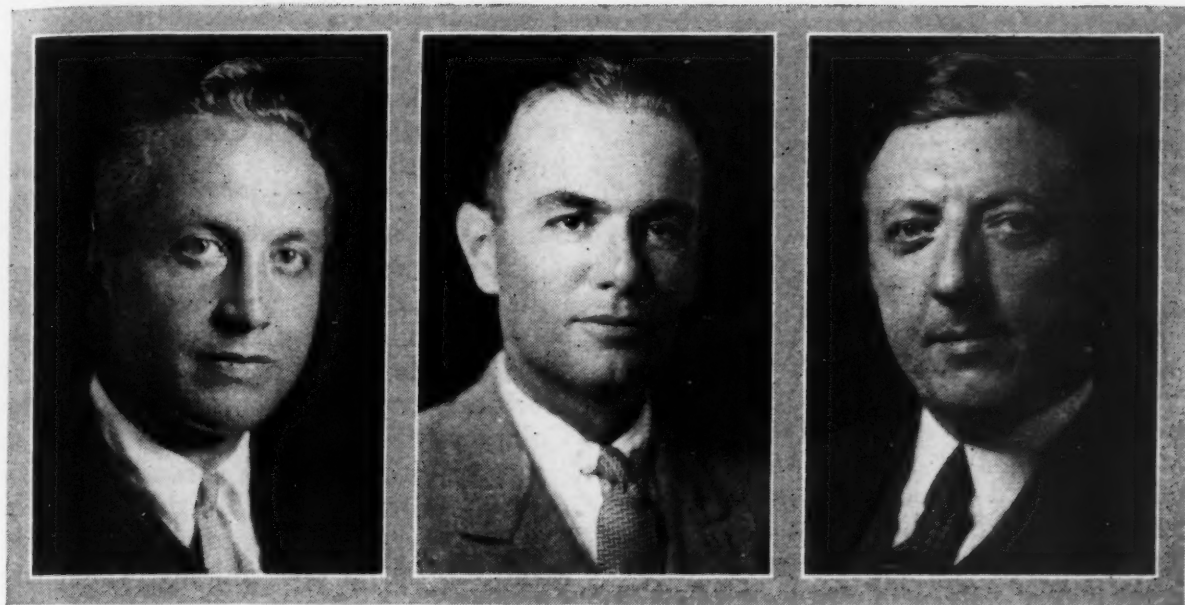
Coincident with the National Air races in Chicago, the Lakeside Press had a showing of prints portraying the history of aviation, which commanded widespread interest. The exhibit was held in the plant's impressive gallery on the top floor of the building at 350 East 22nd Street, and was one of the most notable showings of the press during the year.



Nedwick's Book Store at 346 North Clark Street has taken over several private libraries aggregating some 1,500 volumes, and has prepared a catalog. Also, the Dearborn book shop at 528 South Dearborn Street recently purchased a large library, now being prepared for sale.



Book reviewers, columnists and Chicago authors have been considerably nettled, and their readers mildly amused, by the appearance of an anonymous broadside, "Dirty Dog," lampooning local celebrities. Harold D. Lasswell has written "Psychopathology and Politics," a case book on the demagogues, which the University of Chicago Press will publish in October, and which promises to be of much interest.



Earl H. Balch

Palmer Cosslett Putnam

Melville Minton

New Members of Putnam Firm

THESE are the three new members of the old firm of G. P. Putnam's Sons, the reorganization of which was described in the *Publishers' Weekly* of August 16. Earl Balch, of course, is not, strictly speaking, a new member of the firm. He left the editorial department of Putnam's in 1924 to found, with Melville Minton, then of Scribner's, Minton Balch and Company.

The firm of Minton Balch has specialized in biography. Their fall leader is a biography of William Howard Taft. They have published from time to time a series of biographies of Unusual Americans, including biographies of Benedict Arnold, Andrew Jackson, Jefferson Davis, Stonewall Jackson, Rufus Choate, Lord Timothy Dexter. The outstanding fiction successes of the firm have been the three novels of Alice Grant Rosman. When she brought "The Window" to Minton, Balch no other American publisher had ever seen the manuscript. They were delighted with it and it was an immediate success. It was published in June, 1928, and there was a second printing within a week. By Christmas it was a best seller. The two novels which followed, "Visitors to Hugo" and "The

Young and Secret, have continued the popularity of the first. John Dewey's "Individualism Old and New" to be published in October, is a high spot of their fall list following the publication of his earlier book "The Quest to Certainty." Among their juveniles, they have published two illustrated series of classics for children. This brief sketch of the high spots of the firm indicates the direction in which the Putnam firm will be guided. Some series will continue to bear the Minton, Balch imprint.

The corporation of G. P. Putnam's Sons in New York includes both the publishing and retail departments, but the London house and the Knickerbocker Press are separate. The new officers elected for G. P. Putnam's Sons are: President, Irving Putnam; Vice President, Melville Minton; Treasurer, Palmer Cosslett Putnam; Secretary, Earl H. Balch. The business of Minton, Balch & Co., continues at the old address of 205 East 42nd Street through the current season. The English house is directed by Constant Huntington and the publications are issued under its own initiative as well as in cooperation with the New York house.

Changes in Price

ROBERT M. McBRIDE & COMPANY
Kearston, Cherry. "In the Land of the Lion." Old
price \$3.50; New price \$2.50.

FREDERICK A. STOKES COMPANY
Moon. "Indian Legends in Rhyme," increased to
\$1.50.

CHARLES SCRIBNER'S SONS
Moore, "Birth and Growth of Religion," from \$1.75
to \$2.00.

English Booksellers Meet

THE official report of the annual convention of the Associated Booksellers of Great Britain and Ireland indicates an active and interested gathering at Dublin July 10th to 15th. H. E. Alden, Oxford bookseller, was reelected President. The Association, besides officers, elects a member of the National Book Council, this year E. Gladwin of London, a member of the Joint Advisory Committee to meet with the publishers, David Roy of W. H. Smith & Son, London, a committee which directs the *Bookseller and Publisher*, one of the two trade papers of the English book field, this committee including three members, W. Hunt of Oxford, J. G. Wilson of London and Charles Young of London.

Considerable time was given to discussion of the new arrangement with the libraries by which those of accepted character whose purchases total a hundred pounds a year are allowed a ten per-cent discount by booksellers to be taken out in trade. The report showed that there are 539 public libraries, 415 of which belong to the Library Association and 215 have been licensed to have the discount. One difficulty of the agreement is that some librarians avoid the arrangement and turn to dealers who will break the general trade agreement.

The convention looked upon the Joint Advisory Committee as the most important trade development since the introduction of the net book system thirty years ago. The Committee acts entirely in an advisory capacity. One of its chief functions is to deal with applications for trade recognition. Ninety-nine such applications were considered last year, 33 were granted unconditionally, 36 were accepted as "other traders" entitled to buy books of a given character required for special businesses, and 30 were refused. Sixteen meetings of the Joint Committee were held during the year.

"Casanova's Homecoming"

"CASANOVA'S HOMECOMING" came before Magistrate Gottlieb at the Fourth District Court on Tuesday, August 26th and was again postponed. Greenbaum, Wolff & Ernst, attorneys for Simon and Schuster, are preparing a brief which will be supplemented at the Magistrate's request by a collection of expert opinions. These favorable opinions for the book include educational and medical authorities, eminent authors and critics. Columbia University has prepared an elaborate circular about a course which is offered in literature. In the section on German literature, six authors are covered, Schnitzler being one and his "Casanova's Homecoming" is specifically mentioned as part of the course. A page from the *Encyclopedia Britannica* will also be introduced to show that it may be said to advertise the book. The testimony which will have most weight with the Magistrate is that of outstanding opinions like those of Dr. Harris, former Health Commissioner of New York City, who praised the style and general idea of the book, Dr. Brill and Dr. Henry Smith Williamson, well known psychiatrists, who speak favorably of the book, Dr. Pearlman of the Associated Guidance Bureau, who works with sub-normal cases, children and young adults and who says "that the book is of material too subtle, too literary, to appeal to such readers, but even if it were not, it could not do them the slightest harm." There are also some interesting letters offered including letters from Harry Elmer Barnes, Herbert Asbury, Theodore Dreiser, Sinclair Lewis and H. L. Mencken, who praise the book, its literary quality and its brilliant handling of an unusual theme and who all decry Mr. Sumner's attempt to suppress it.

Business Notes

NEW YORK CITY.—Fred Schartel, bookseller and importer, is now established at 830 Jackson Avenue, and is catering to the medical profession with German medical books, scientific literature and books on psychology.

SOUTH BEND, IND.—The A. H. Herrold Book Store has moved from South La Fayette Blvd. to 724 So. Main St.

Books for Boys and Girls

*A Survey of the
1930 Season*

With Complete Index to New Titles



SEPTEMBER is here, beginning the busiest four months of publishing and bookselling, exceptionally busy for the field of Children's Books. Schools are opening, parties begin, Book Week for November, then the Holidays with all that they mean to books and home libraries.

So important has the publishing and selling of Children's Books become (the market has probably doubled in ten years) that it is almost a profession in itself, with its own specialists in publishing office and bookstore, in public library and in school.

With this issue *Publishers' Weekly* sends to all who handle Children's Books a forecast and index of the new season, thus supplying a comprehensive and exciting picture of what is to come and a very practical tool for the buyer and seller.

To study these announcements critically and to examine in detail the new books is to become convinced that this is an exceptional season and a year of greatest promise.—*The Editors.*

ABINGDON

Wind Blown Stories

By ETHEL and FRANK OWEN

These delightful stories were told by the Old Vendor of Stories who sat by the door of Jerry's Sweet Shop in the market place. His audience of eager-eyed children crowded about and enjoyed them hugely, and danced with glee in their keen appreciation.

Illustrated. Net, \$2.00, postpaid



I Wonder

Stories for Little Children

By ALBERTA MUNKRES

Charming short stories for very little children that have been used by selected groups of mothers and nursery teachers and have met the tests to which they were subjected. They are simple; some are in rhyme; others are briefly told in prose, and each has some basic idea, informative and suggestive.

Net, \$1.00, postpaid.

The Lost Cricket

By HOWARD DEAN FRENCH

"A book of stories for children, written by a pastor of wide experience. The stories are short, fresh, and interesting. They will be found especially useful to ministers who preach special sermons for children at their Sunday morning services."—*Watchman-Examiner*.

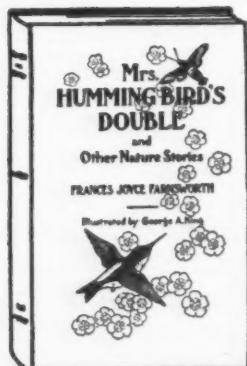
Net, \$1.50, postpaid.

World Over Stories For Junior Boys and Girls

By FLOYD W. LAMBERTSON

"A volume of stories of courage, patriotism, loyalty, helpfulness, and reverence. A number of the stories have a Biblical background, but myth and fable have also been called upon for service. They may be used in part in the problem-story method of teaching."—*Religious Telescope*.

Net, \$1.00; by mail, \$1.10.



Mrs. Humming Bird's Double

By FRANCES JOYCE FARNSWORTH

Children acquainted with the forms of animal life here described will be delighted to learn many more interesting facts about them. They will meet the lion, the fly, the camel, the emmet, the moth, the Portuguese man-of-war, the elephant, and other more or less familiar folk.

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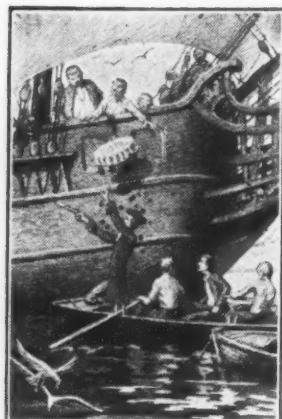
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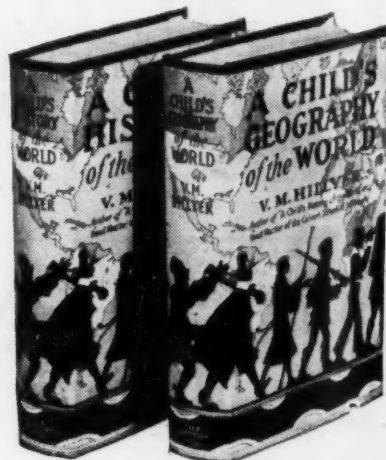
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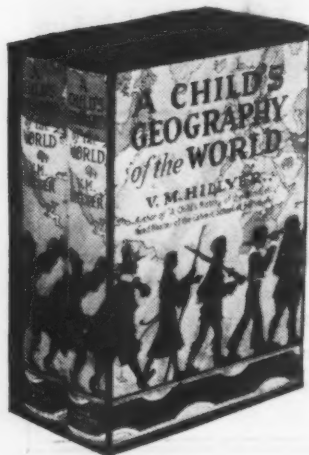
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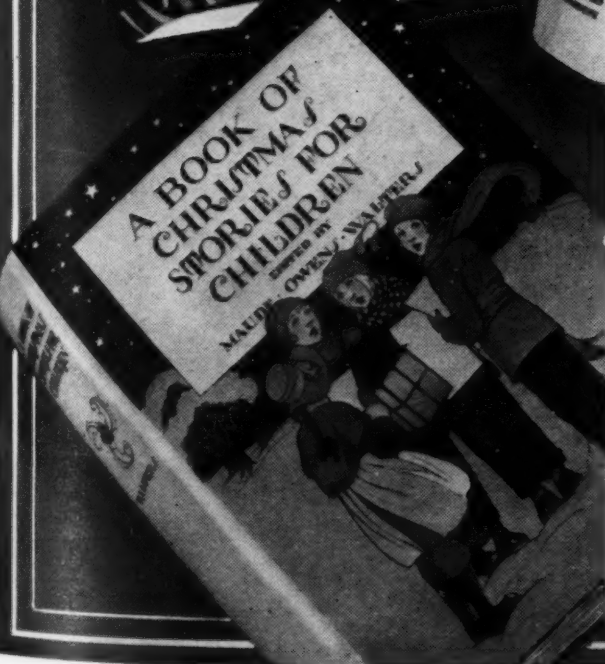
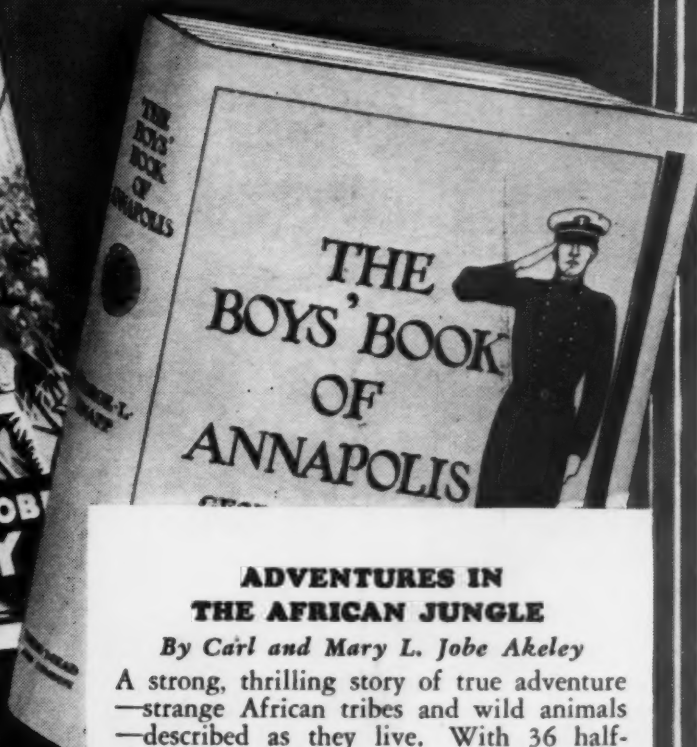
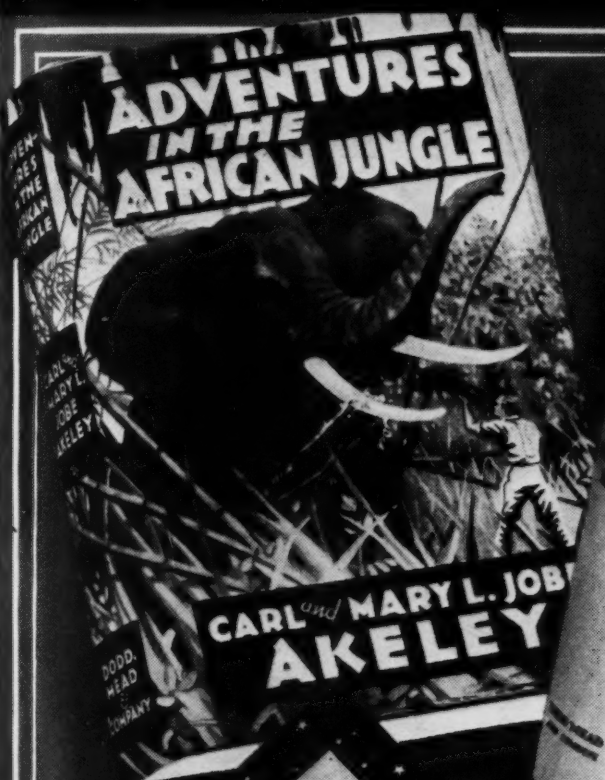
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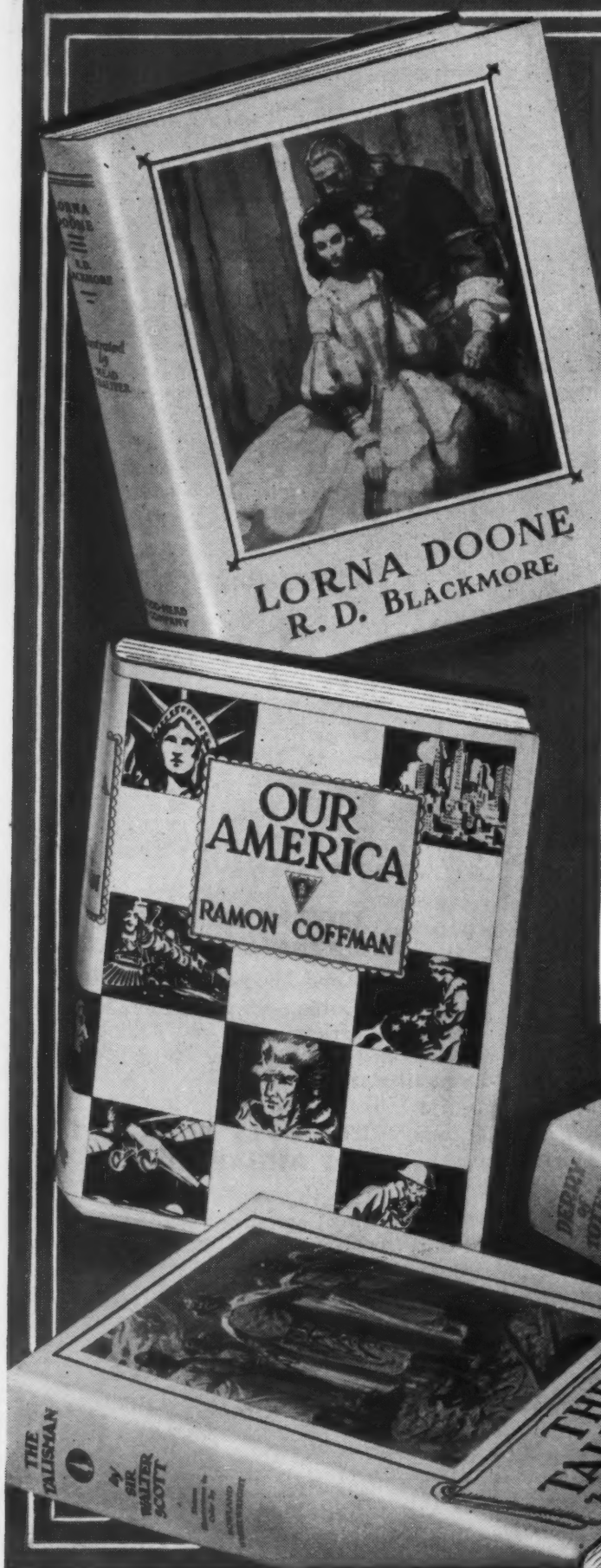
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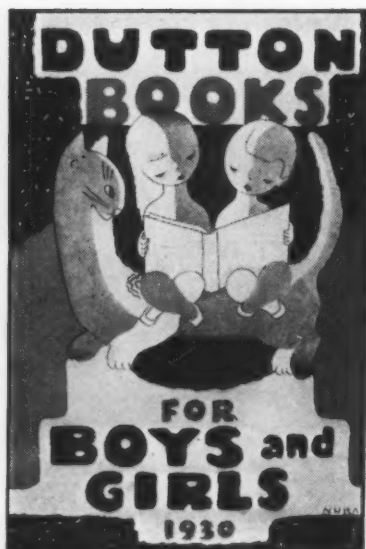
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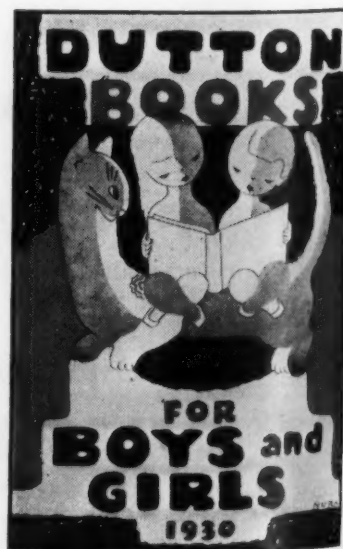
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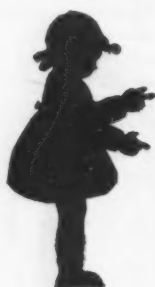
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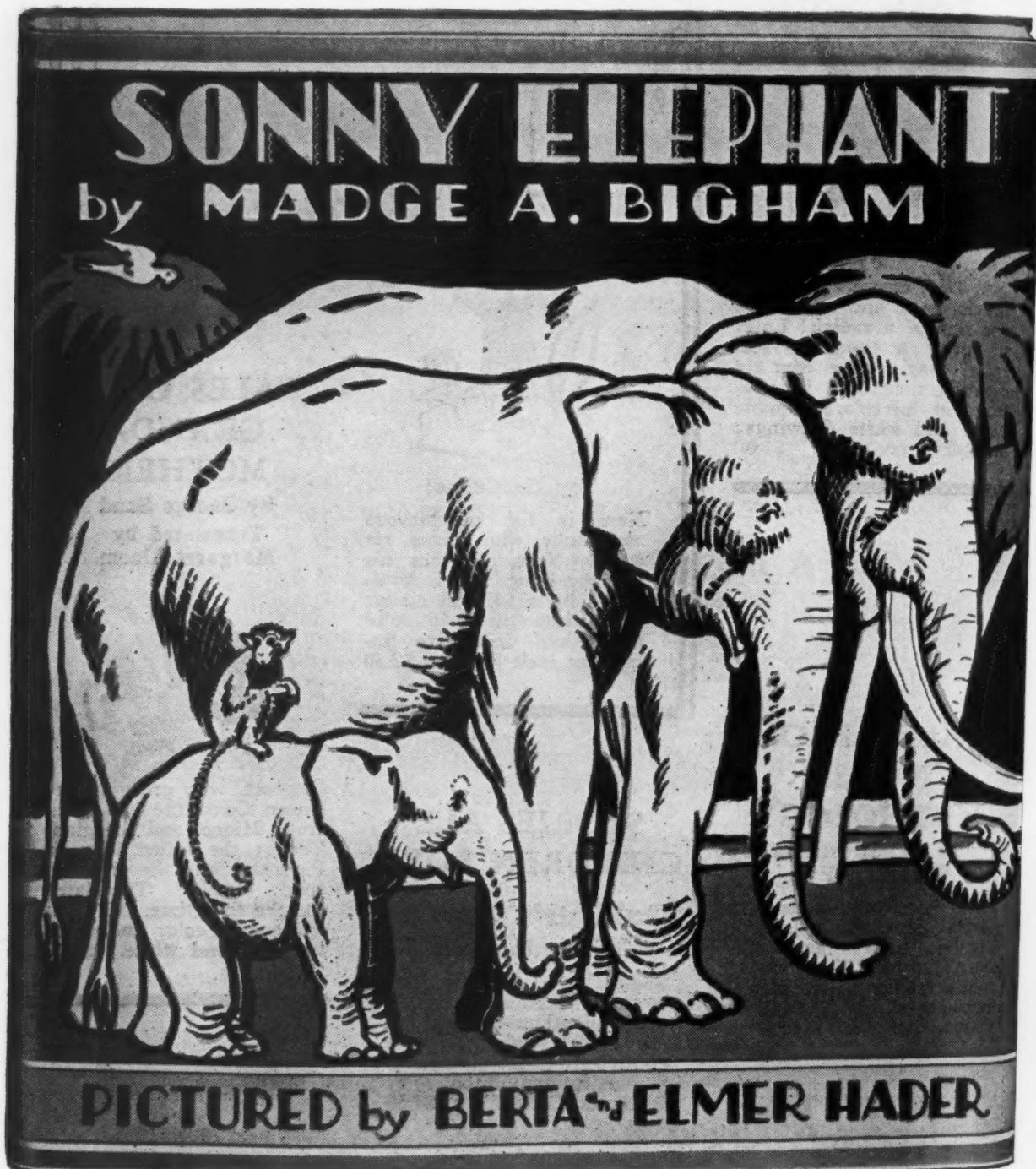
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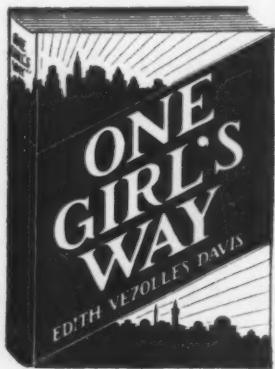
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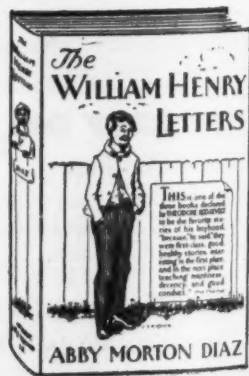
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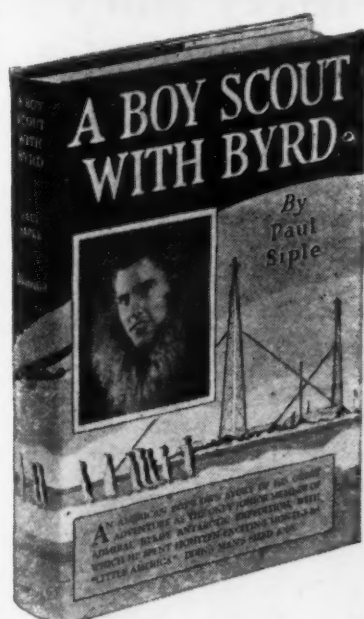
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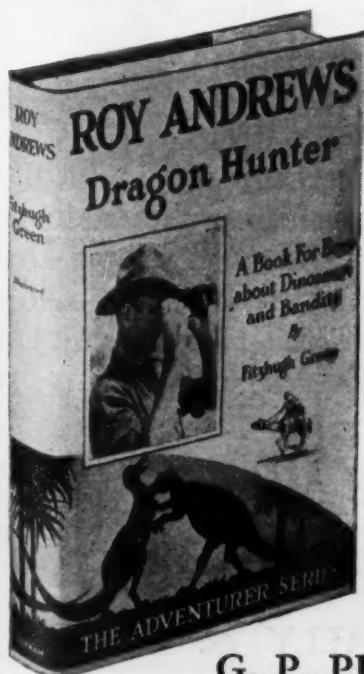
DOWN THE COLORADO

By Mary Remsen North. The Journal of a Lone Girl Scout who cruised down the lower Colorado River and crossed uncharted deserts of Lower California and Mexico. 32 illustrations. \$1.75



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Keith Ward
Illustrator

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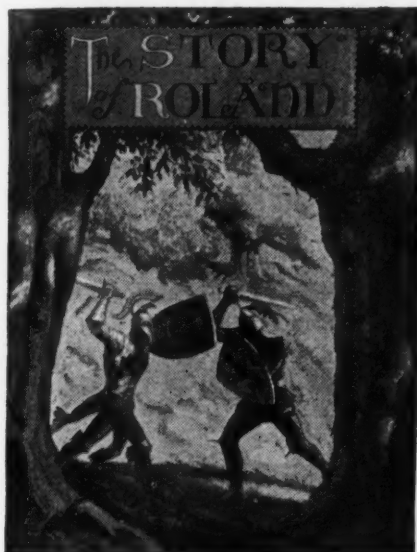
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A superb biography written and illustrated by the author of "Fix Bayonets!" (September.) Probably \$5.00

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Than Suggest The Highlights of Stokes' Finest

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A colorful and delightfully absurd adventure-picture book. \$1.50.

FRAWG

By Annie Vaughan Weaver

The every-day adventures of a little Alabama colored boy. *Illustrated. Afterword by Hugh Lofting.* \$1.50.

THE MARCH OF IRON MEN

By Vernon Quinn

A tale of glorious deeds in the time of the Crusades. *Illustrated.* \$2.00.

THE BLUE BANDITS

By Lucile Morrison

The adventures of a group of lively California boys and girls. *Illustrated.* \$1.75.

GRESHA AND HIS CLAY PIG

By N. Grishina

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THE POT OF GOLD

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By Gurney Slade

The story of a boy who won a place in Lawrence's desert bodyguard. *Illustrated.* \$1.75.

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By Valery Carrick

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Books for Boys and Girls

A Forecast of 1930

Booksellers Talk About Fall Problems

The Coming Season Offers Difficulties and Opportunities But Dealers Have Confidence in Juvenile Sales

“THE main problem of 1930,” writes Hansell’s Bookshop of New Orleans, “is to persuade people by good advertising and good selection that even in dull times they can still buy all the books they need for the children. The Stamford Bookshop (Connecticut) reports, “We found last year that, in spite of the trade slump, children’s books sold about as well as ever.”

This is typical of the opinion of many booksellers who are looking to the children’s department to be one of their main stays in a rather confused season. Undoubtedly booksellers have been buying with great caution through the spring, stocks were low in summer, and will turn into the fall with freshly selected titles. In these selections the question of the proper balance between the best editions and popular priced editions will be one of the problems before the buyer. American booksellers have been finding that the public has been awakened to the beauty of the fine editions, and, as R. F. Clapp, Inc. of Albany reports, “The educating of the parent to appreciate better editions is one of the main activities of the children’s department in any fall season. Each bookstore has its own individual experience as to the most saleable editions, and by careful records is enabled to get a high rate of turnover, even on the more expensive items. Adaptability of the best series to effective display is one of the things that has led to a healthy turnover.

The same dealer, however, whose ex-

perience in selling fine editions is so satisfactory is increasingly noting for this year’s campaign that he must carry a first rate assortment of popular priced editions, in order to meet, on the one hand, the 1930 economies of the former buyers of higher priced books, and, on the other hand, to meet the needs of a new public which is only just coming to the bookshops. One dealer writes, “A move really to popularize 75c. and \$1 copyrights for children as adult books at these prices have been popularized through wide display would help the total sales of books.” Apparently the counters at \$1 and less are to be carefully nurtured this year, and effectiveness of display is one of the sure methods of building this business. As supplementing other sales for dollar books, Ruth L. Lord of the Franklin Bookshop in Hempstead, New York, sees in these series the best chance to sell books as prizes, and is selling a great many for this purpose.

As further testimony to the fact that dealers are looking carefully through the output of the year to fit books to merchandising possibilities one bookseller writes us that the shop needs more books for beginners in reading. This word is from Barber’s at Fort Worth. Another dealer writes that he is not yet satisfied with the books he has to offer for girls. Perhaps this is because girls are reading just what the boys are reading. A similar statement comes from Miss Lord, who says she finds a need of new series for growing boys and girls, that period in the early teens when



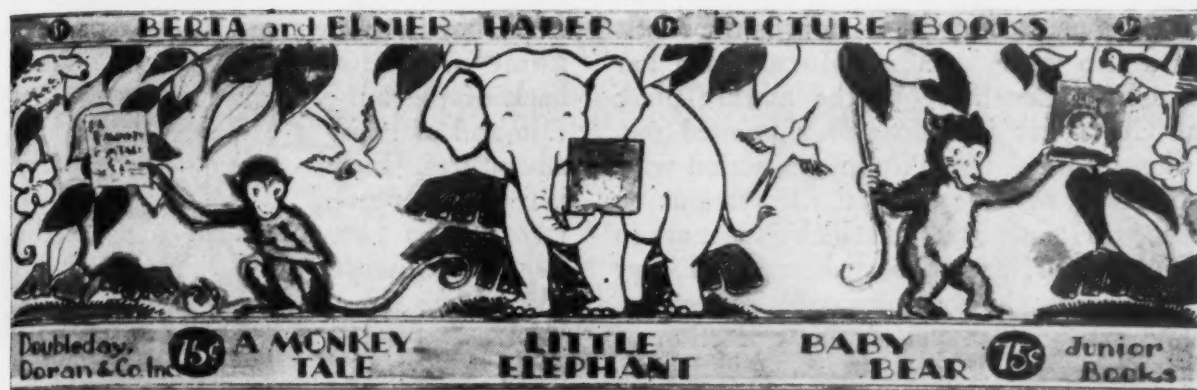
This Little, Brown poster and the one for the Hader books on the following page are two of the latest efforts of publishers to supply store display material for juvenile books

grownup books are too old and books with the children's label are left behind. The dealers confronted with this problem might well turn to the list of some adult books for young people selected from those published within the last few years, edited by Jean C. Roos, head of the Stevenson Room for Young People in the Cleveland Public Library, found in the "Children's Library Yearbook," Volume 2, obtainable from the American Library Association.

E. E. Gorsline, treasurer of Scrantom's, Rochester, writes: "We do not think the problem this fall differs from that of the past few years. The all-important problem is to convince people of the importance of building up a junior home library for their boys and girls and placing only good books in their hands. Unless general conditions in the country change, we are inclined to think that even a larger percentage of business than hitherto will be done on the books sold for a dollar or less and that the sale of expensive illustrated editions and new copyrights selling from \$1.50 upward will not increase and may decrease.

And L. V. Harvey, who has made children's books so important a part of Pomeroy's business at Harrisburg, says: "What this Fall will bring in the way of new problems, we do not know. Perhaps the greatest one will be the keeping in stock the important items of the fall lists. Due to merchandise controls the buyer must carry a smaller stock. If the proper system has been installed or is installed promptly, so that daily check-ups can be made, there should be no business lost through incomplete stocking."

The discussions with many booksellers as to their chief problem of 1930 indicates that, more than ever, they are seeing the importance of outside contacts with schools, libraries and clubs in addition to the need of careful control of stock and good records, that they are putting more emphasis than usual on good display, in order that people may adopt self-service at the busy season, and that they are studying carefully the question of price levels, in order to give proper service to every type of customer and every size pocketbook.



The Fall Picture Books for Children

Quail Hawkins

THE grandmother, fond aunt or uncle or parent who tries to buy a picture book for little Peter or Nancy this fall will find himself in the position of the little boy confronted by a tray of French pastries. Each one is so attractive that choosing is a very difficult problem.

The variety is endless, from etchings to elaborate color work, and the locale may be the South Seas or the Arctic Circle.

Animals that children show a fondness for are not neglected, and we have this fall at least five pigs. One with a cold who consequently can't "Sbell or Sig" is in the delicious "Something Perfectly Silly" (Knopf) by Marni and Harrie Wood. "This Wooden Pig Went with Dora"

(McBride) by Walter Lindsay is not strictly a picture book, although the illustrations by James Reid are numerous and attractive. "Gresha and his Clay Pig" (Stokes) by N. Grishina is a Russian tale pictured by the author. There are several pigs or "hawgs" in the amusing "Frawg" (Stokes) by Annie-Vaughn Weaver. This group of stories about the little negro Frawg and his dog Buckeye and his sister and brother is in perfect dialect, and very funny. The author does the pictures. "The Painted Pig" (Knopf) by Mrs. Dwight Morrow is a delectable picture book, the first to come from Mexico, which tells of the attempt of two little Mexican children

From Mrs. Dwight Morrow's
"Painted Pig," Knopf. Illustrator
René d'Harnoncourt



"Something Perfectly Silly" by
Marni and Harrie Wood. Knopf

to get a painted pig. The story is the result of a trip made by Mrs. Morrow and her daughter Constance to the market place at Cuernavac in search of a painted pig. There is much publicity in connection with the book, and the original illustrations by René d'Harnoncourt of which fifteen are in bright color, are to be exhibited all over the country in museums and bookstores. The artist is famous for his collection of Mexican toys.

Ducks, geese and ganders waddle through the picture books quite proudly. "Hansel the Gander" (Morrow) by Katharine Kuebler and illustrated by Ilse Bischoff which will appear later this fall, is the tale of a Bavarian gander whose loving mistress, Elsa, saves him when he is stolen. Miss Bischoff has made a very unusual and amusing group of pictures. "Kees" (Harpers) by Marian King with



Kleintje the duck is from "Kees," Harpers

pictures by Elizabeth Enright is one of the most colorful books for little children this fall. Both the author and illustrator are under twenty. Elizabeth Enright is the daughter of Maginal Wright Barney, and this is her first book. Holland, Kees and his pet duck Kleintje combine color and a subject that forever holds children, for anything Dutch never fails to entrance. Another delightful picture tale of Holland is Emma Brock's "To Market! To Market!" (Knopf). A duck and a mouse travel through the country to buy a yellow cheese and fresh fish. Marjorie Flack presents the very amusing encounter with the next door ducks of Angus the little black Scotch terrier, who like Kipling's Elephant's Child was filled with "satiableness." "Angus and the Ducks" (Doubleday, Doran) is a very satisfactory picture book for small children. "The Duck and Its Friends" (Oxford) by Fletcher White tells in pictures about toy animals.

Kurt Wiese, who holds the record for the number of books by one illustrator, wanders over the globe and presents animals from here and there. There is a water buffalo from China in "Liang and Lo" (Doubleday, Doran) which tells of a

little boy whose home was the back of the buffalo and of their adventures. This illustrator ventures into the Arctic Circle with "Wallie the Walrus" (Coward) and evidently liking the cold weather goes farther north until he hits the North Pole and illustrates Marie Ah-nighito Peary's story of Santa Claus' youngest reindeer "Little Tooktoo" (Morrow) in which fancy and natural history are presented in a readable fashion. He has also illustrated six other juveniles.

The Haders, Berta and Elmer, who draw the pictures for Anne Stoddard's "A Good Little Dog" (Century), are doing a "Mother Goose" (Coward) on which they have been working for twelve years. They are also responsible for the amusing "Little Elephant" and "Baby Bear" (Doubleday, Doran) both by Hamilton Williamson.

Maud Petersham has waited since she was a child to do a picture book of Noah's Ark. She was the daughter of a minister and as a tiny girl had been fascinated by the story of Noah, and always intended to draw it. When she saw "Green Pastures" she was so excited that she couldn't even wait to get home to start her ark book, but covered her program with sketches. The



"The Cat Who Went to Heaven," Macmillan



"Hansel the Gander" is illustrated by Ilse Bischoff. Morrow



"Liang and Lo" by Kurt Wiese and "The Ark of Father Noah and Mother Noah" by Maud and Miska Petersham are both from Doubleday, Doran

result is "The Ark of Father Noah and Mother Noah" (Doubleday, Doran), one of the most attractive books the Petershams have ever done, colorful and delightful. Another amusing ark book—"Green Pastures" must have been very inspiring—is Janet Smalley's "The Animals Came In" (Morrow) which is based on the old Negro spiritual "The Animals came in one by one, There's one more river to cross." The verses swing along, and there is the music on the endpapers for everyone to sing.

Lynd Ward is a most versatile illustrator, having a gift for the sublime and the ridiculous. In Elizabeth Coatsworth's exquisite tale "The Cat Who Went to Heaven" (Macmillan) he has done a masterly piece of work. He depicts in brushwork the animals who bid farewell to Buddha and it is as different from his woodcut style as can be imagined. His portrait of the little pious cat who alone among cats was reverent is one of the most sympathetic and appealing pictures in a singularly beautiful book. The animals all look as if a wet brush had just been lifted from the paper. This is one of the distinguished books of the year, and is as important for grown-ups as for children. The Artcraft Press which produced the book has upheld the

artistic traditions of both the author and artist.

This artist has also done illustrations for books for older boys and girls, and another picture book is a ridiculous piece of nonsense written by May McNeer, his wife, "Stop Tim!" (Farrar & Rinehart). It is the tale of a Ford that always wanted to go "faster, faster," and of its master who didn't like to go so fast. The pictures are done in aquatints from charcoal drawings.

Another book of pictures as much for adults as children is the "Just Horses" (Macmillan) by K. O. S. which is the pen name for the Baroness Dombrowski. She supervised the printing of the lithographs which comprise the book, in Germany. The horses are from all over the world, for the Baroness is a famous horsewoman as well as an artist, and has helped catch wild horses in South America, and has ridden in nearly all parts of the world.

The importations are not so numerous this year. However, we are glad to hear that Elsa Beskow has two coming this fall. Another one about Aunt Brown called "Aunt Brown's Birthday" (Harpers) is even nicer than her last. "The Tale of the Wee Little Old Woman" (Harpers) is her most popular book in Sweden. Miss



"Frawg" saves his "hawg." From Annie Vaughn Weaver's "Frawg." Stokes



Illustrated by
Jack Tinker.
Lippincott

Elsa Beskow. "The Tale of the Wee Little Old Woman" has just enough text to explain the pictures which are in flat colors.

A French import is the elaborate and beautiful "Joan of Arc" (Brentano) illustrated in full color on every page by Guillonnet. This has accompanying text by Funck-Brentano. Another book from France is Marguerite Clément's "All the World is Color" (Farrar & Rinehart) which is being made by the new French photo-offset process. The pictures are by the L'Hardys. The text is in both French and English, and each section tells of various things that are of one color. Miss Clément's text, though very brief, is poetic and expressive. The colors of the rainbow are each taken up in turn.

"When the Root Children Wake Up" (Stokes) illustrated by Sibylle v. Olfers with a text by Helen Dean Fish is a German import. The little root children remind one of the delectable little German wooden angels and dolls carrying sprays

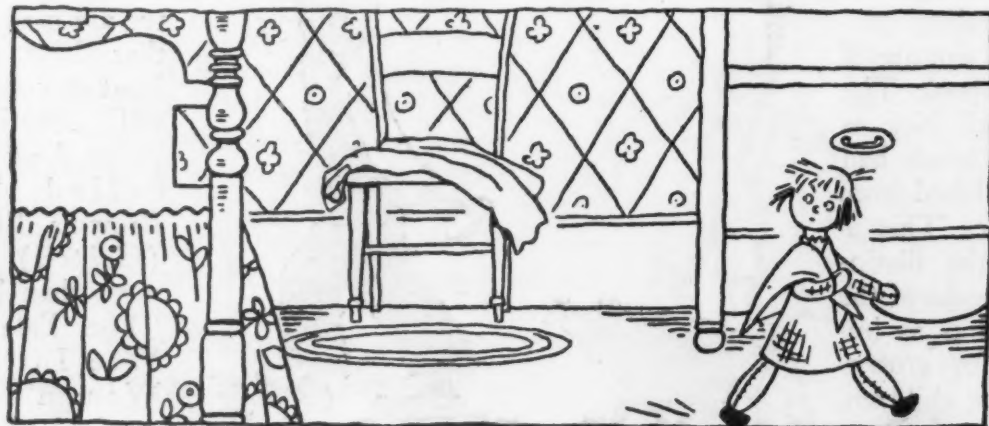
of tiny painted wooden flowers. It is the sort of book that small children will pore over for hours.

Of foreign flavor, if not imported, are Valery Carrick's "Animal Picture Tales" (Stokes). His grotesque pictures are adored by children and his stories never fail to entrance them. Also foreign in spirit are Willy Pogany's illustrations of Nandor Pogany's "Magyar Fairy Tales" (Dutton). Zhenya and Jan Gay's colorful picture book about Mexico is called "Pancho and his Burro" (Morrow) and tells how Pancho and his sister Lola go to town to sell their products. From Mexico also, is Susan Smith's "Tranquilina's Paradise" (Minton) with illustrations by the famous etcher Thomas Handforth. His books are collectors' items. Mrs. Smith has done another book on Mexico for older children. "Made in Mexico" (Knopf) tells about the arts and crafts of our southern neighbor. A young native artist does the pictures, Julio Castellanos by name.

Idella Purnell and John Weatherwax present a book of Aztec fairy tales "The Talking Bird" (Macmillan) which is excellently illustrated by Miss Purnell's sister, Frances Purnell Dehlson. This is Mrs. Dehlson's first book and the pictures were made in Mexico.

Rhea Wells this year lays the scene of his picture book in Sicily in "Beppo the Donkey" (Doubleday, Doran) whose great ambition is to wear a harness and be hitched to a painted cart of many colors.

Erick Berry has done several books this fall, among them a very entertaining bit of nonsense she wrote herself, about a little



Lois Lenski's idea of the "Little Rag Doll" by Ethel Calvert Phillips.
Houghton

boy called "Penny Whistle" because he has one. Jack Tinker, who illustrates a new edition of "Pinnochio" (*Lippincott*), is a Philadelphian whose work shows promise. This is his first book, although he is doing another one for this season called "The Small and Tall Man" (*Lippincott*). Another translation of "The Adventures of Pinocchio" (*Doubleday, Doran*) by Angelo Patri has pictures by Mary Liddell.

Pamela Bianco has illustrated Juliana Ewing's "Three Christmas Trees" (*Macmillan*). Miss Bianco, who by the way has just married a young poet and is now



"Floating Island" by Anne Parrish. Harper

abroad on a Guggenheim fellowship, chose this particular tale because she adored it herself as a small child.

Dorothy Lathrop is being generous this year, and is giving us two books, one, Hawthorne's "Snow Image" (*Macmillan*) which goes in the *Little Library*

beside her masterpiece of drawing "The Light Princess," and also Sara Teasdale's "Stars Tonight," (*Macmillan*) a collection of her poems. This really does not belong in the category of younger children's books, for grownups who know and appreciate either Miss Teasdale's poetry or Miss Lathrop's artistry will surely want it, and the older children who are betwixt-and-between also.

C. B. Falls has done another alphabet book "The Modern A B C" (*John Day*) in which the letters stand for modern machines such as Z for Zeppelin. And how lucky for Falls that Zeppelin's name was Zeppelin for otherwise he might be forced to go back to Zebra for his finale. It will be a very attractive book. Ruth Sandy's "Numerous Names Nimbly Narrated" (*Oxford*) is another modern alphabet with alliterative text.

Mary Steichen Martin has prepared a very remarkable "First Picture Book" (*Harcourt*) with photographs by Edward

Steichen, pictures of the everyday things a baby sees such as bread and milk, a telephone, a clock, or bowl of flowers. The photographs are both easily recognizable and artistic. One only wishes the publishers could back the pictures with linen instead of suggesting in a note in the book that the mother do so.

Peggy Bacon has a new book "The Terrible Nuisance and Other Tales" (*Harcourt*) about a little puppy and of course some cats. She is another etcher known for her work in the illustrating world.

"Charlie Chaplin's Parade" (*Harcourt*) is a bit of nonsense by Michael Gold with cartoons by Otto Soglow who delights readers of the *New Yorker*. Another city story picture book is Phyllis Crawford's "The Blot: Little City Cat" (*Cape & Smith*) pictured by C. Holling, a story of a cat who is shunted around while her master is ill. Inez Hogan has done the most charming book of her career in "The White Kitten and the Blue Plate" (*Macmillan*).



"Chicken Little" is one of the new Harper's Playroom Rag Books



Lisl Hummel's scissor cuts illustrate "The Green Door" by Eliza Orne White. Houghton

Lois Lenski has done a good many books this year, among them one she wrote herself. "Spinach Boy" (Stokes) is a tale about a little boy who couldn't get enough spinach, and is printed in green ink to carry out the idea. Although it is not a moral story to make children like spinach, laughing helps. Miss Lenski has also illustrated Ethel Calvert Phillips new story about a "Little Rag Doll" (Houghton) who runs away because her mistress does not know how to treat dolls. Miss Lenski has also done the pictures for Harper's Playroom Rag Book "Sing a Song of Sixpence" which is something new. Rag books with excellent illustrators have been needed for some time. There is another in the series which has just started, "Chicken Little" by Jimmy Garthwaite. The books are washable, and the report is that a Harper salesman chewed the corner of one of them a whole afternoon during a conference to see whether it gave him indigestion.



O. Soglow's
"Charlie Chaplin's
Parade." Harcourt

Eliza Orne White's "The Green Door" (Houghton) has scissor cuts by Lisl Hummel.

A novelist has gone illustrator and Robert Nathan does funny pictures for Dorothy Mayer's "Tina Mina" (Houghton) a story about a bad little girl.

Anne Parrish has done a most unusual and utterly delightful tale in "Floating Island" (Harpers), which she illustrates herself. She says that she enjoyed doing this book more than any other she has ever written. It tells the story of a family of dolls shipwrecked on a tropical island.

There are quantities of attractive pictures from beautiful color plates to the amusing little pictures with Mr. Doll's comments written beneath.

Some of these books are already being displayed in the bookshops. Most, however, are not yet released. By Book Week all should be available for grandmother, for aunt, uncle or parent.

Well Displayed: Half Sold

Picture Books Business Grows When Customers Find the Stock Attractively Presented

Michael Lyons

RECENTLY I happened to need a new tie. In passing a shop I saw some in a window that I thought would be to my liking. I went into the store and asked to be shown some neckware. The clerk pulled out some boxes from a shelf in which were probably two or three dozen ties, all of different colors and patterns. To select a tie it would have been necessary to wade through the lot and to handle each one, and they plainly showed that this had been done quite frequently. Somehow I began to feel that I did not need any new ties and I thanked the clerk for his attention and walked out of the store without a new tie.

A little further on I went into another shop. Here the ties were neatly displayed in a case, arranged in stacks of about six

ties all of the same pattern but of different colors. It was an easy matter to select the pattern one wanted, as well as the color. I had thought of buying one or possibly two ties, but before I left I had purchased a half dozen.

As with ties, so with Picture Books. In too many stores picture books are kept in a drawer waiting for someone to ask for them. Then they are pulled out, helter skelter, a conglomerate mass of all kinds, sizes and prices, and put before the prospective buyer. Five times out of ten the customer leaves that store or department without buying, not because the dealer did not have the book wanted, but because the customer did not have the time or inclination to wade through the jumble of merchandise put before him.

Many stores that are in every other way up to the minute in displaying their goods have picture books piled in one or more heaps on a table. Sometimes there is a system of having paper books in one pile, linen books in another, and so on, but most frequently no effort is made to keep books of different materials or of different prices separated. On the other hand there are some who do realize the importance of properly displaying their stock of picture books in racks, and realize that that is the only profitable way to do so.

Picture book racks can be made as simple or as elaborate as the dealer desires. There are very inexpensive metal racks to be procured and these are shipped by the manufacturer, knocked down and

At the right is a display in the Joseph Horne & Co. store in Pittsburgh, Below — Marshall Field & Co. racks of picture books



packed in a small carton and can be readily bolted together with the bolts supplied with the rack. Two such racks placed back to back on a table will form a pyramid that makes a splendid display, or set up against a wall, two such racks will occupy about 8 square feet of space on top of a table.

Racks can be made of wood to match the fixtures in the store and to fit any available space. One children's book publisher furnishes free blue prints showing how such racks may be constructed.

Merchants who have been using racks of any type have found their sales of picture books have been greatly increased, and in addition their stock is kept fresh, clean and without damage, as is not the case with books piled together in drawers or on tables. Furthermore the close attention of a salesman is not required to sell the books displayed in racks, as the customer can browse over the titles and select the books wanted without the seller's assistance. Inasmuch as picture books offer the dealer

a much larger profit than general books, the promotion of the picture book department should be of intense interest to every bookseller, and for that reason a prominent display is a sound investment. This is particularly so when the stock is well cared for and likely to appeal by its display to the potential book customers of the future, namely, the children who often accompany their parents into the bookstores and book departments. However, when picture books are offered for sale in the old haphazard way, the seller as well as the prospective customer has very little interest in sorting out the books in order to discover the titles wanted. Moreover it saves time for the bookseller, as well as the customer not to have to wade through heaps of books, which after a sale has been made, have to be heaped again into untidy stacks.

The rack system displays books effectively so that many passing the display are drawn to it, and frequent sales result merely from suggestion.

Merchandising Popular Lines

Dealers Reach for Quick Dollars in Children's Books

STRICTLY speaking, merchandising is the successful selling of a line of goods or of individual items by careful plans and effective sales methods. As a term in current book trade discussion it is more often applied to the successful selling of books that are sold in lots and which are displayed in mass. Such lines may be directly competitive, as with the classics and other out-of-print books, or competitive because of being similar series but containing different titles, as, for example, the competition between two lines of 75c. novels or two lines of linen books.

Ten years ago the trade was suffering from the readjustment of manufacturing costs, and a great many of the best known series were dropped temporarily or allowed to rest until the public got used to the lowered purchasing power of the dollar. A new era with a greatly increased market for books turned the minds of publishers to ideas of adapting the best bookmaking and the best material to new series, and

the trade began to sell these energetically. Particularly did this idea of popular series at a uniform price adapt itself to juveniles.

Booksellers use these popular lines of books for children in different ways. In the general bookstore they supply a supplement to the finer editions and individualized publications. In the department store these series become even more important, as there is a vast number of people walking through the aisles, not book buyers by habit, who can be attracted by a popular price attached to books whose titles are familiar or appearance seductive, and then there are hundreds of small stores, newsstands, etc., in which such books are the only kind that can be successfully sold, 50c. to \$1.00 being popular figures.

In the fall season and up to Christmas the merchandising of these series becomes of particular importance, and publishers competing under the popular prices of 50c., 75c. and \$1 have been producing better and better material. As the big season for

children
while
books
that
figure
sellers
Count
Those
count
segreg
or the
the yo
Some
to each
classics
be har
as a m
that be
gifts f
from a
childre
partme
dren's
What
the dol
boys ar
One
which
dren's
there ar
by such
Stewart
and oth
cently
last year
appealin
Aesop a
bra" ar
Besides
very co
specialti
"Bears
Apples



"Baby Bear" looks pleasant for he is only 75c. Doubleday, Doran

children's books approaches, it is worth while to re-examine this field of children's books, particularly the books sold at \$1, as that has become such an important price figure with popular merchandise. Booksellers planning their Dollar Juvenile Counters have colorful books of all kinds. Those whose space gives them many counters can keep the standard editions segregated from the boys' stories of today or the girls' stories, and can put books for the younger child on still other counters. Some very large stores can give a counter to each one of several different lines of classics. In planning just how they are to be handled the bookseller shows his skill as a merchant. It has also to be noted that books which attract the purchaser of gifts for children are not always selected from among those especially planned for children. Many books from the adult departments should be mixed with the children's books.

What have the publishers done to give the dollar value for buyers of books for boys and girls?

One of the most extensive dollar lines which will be on the counters is the *Children's Classics* of Macmillan, in which there are fifty-one titles, all illustrated and by such artists as the Petershams, Dugald Stewart Walker, H. J. Ford, Eric Papé and others. All the plates have been recently made. This series of 12mos was last year selling for \$1.75. It has titles appealing to children of all ages, from Aesop and "East of the Sun" to "Alhambra" and "Dove in the Eagle's Nest." Besides the long accepted classics in a very complete assortment, there are some specialties not found in other series, like "Bears of Blue River" by Major, "Johnny Appleseed and Other Poems" by Lind-

say, five books by Charlotte Yonge, to mention but a few. Macmillan also has at \$1 the *Little Library*, a series consisting partly of classics and partly of copyright material but all very deftly planned with attractive illustrations and lining papers and appealing to children who like small books. When the travelers first went out with those books, the booksellers said the public did not want small books so carefully made, but they have been very popular. These forty-two titles include illustrations by Tenggren, Daugherty, Bianco, Lenski, Boutet de Monvel, and others. Practically all the books are for children under ten and include such classics as "Adventures of a Brownie," "Dog of Flanders," "King of the Golden River" MacDonald's "Light Princess" and titles special to the series like "Silver Pennies," Stewart Edward White's "Magic Forest," "Memoirs of a London Doll," etc.

Doubleday has now made a new series called "*Windmill Books*" a dollar series which is in its second year, books for boys and girls from ten to eighteen. There are thirty-three titles in the series, all illustrated. There are books of standard character like Kipling's "Land and Sea Tales," Conrad's "Sea Tales," but the major portion of the books consists of successful titles planned in the last few years under the direction of May Massee, books by Howard Pease, Forrestine Hooker, Ethel Cook Eliot, Charles J. Finger, and others. These books in their first printing were \$1.75 and \$2. In Doubleday's Garden City Publishing Co., there is a *Junior Star Series* of ten volumes made largely from the big illustrated juveniles that Doran



Marjorie Flack's "*Angus and the Ducks*" is one of the new picture books for a dollar. Doubleday, Doran

developed a few years ago, with illustrations by Dulac, Pocock, and others. This series has the old classics including the Bible, "Sleeping Beauty," "Arabian Nights," etc. The *Star Dollar Books*, too, offer an interesting opportunity for the bookseller to make the adult book serve his juvenile business. How the boys do love "Count Luckner, The Sea Devil" and "Raiders of the Deep" by Lowell Thomas. Then there are Lawrence's "Revolt in the Desert," "Saga of Billy the Kid," the great dog story, "Bob, Son of Battle," and "Hosses" by Grey. Adventure and travel appeal to boys, too, and here are "Scouting on Two Continents" by Burnham, "The Great Horn Spoon" by Wright, and many others. Biography is represented by the Ford book, the life of Edison, and nature study by "The Book of Woodcraft" by Seton, "Bird Neighbors" and "Nature's Garden."

David McKay in his *Newbery Classics* competes very strongly for the public's interest in standard dollar books. This series of substantial 12mos with handsome jackets include books illustrated by Jessie Willcox Smith, Gertrude Kay and many others with well-known names, besides standard titles like "Robinson Crusoe," "Swiss Family Robinson," etc. "Children's Stories from Dickens," five Lang fairy tale books, three books by George MacDonald.

Penn Publishing Company has a series called "Dollar Gift Books for Young People," including sixteen volumes of copyright material, illustrated in black and white. The books were selected from the firm's most successful children's books, books like Ralph Paine's "Golden Table," Theodore Harper's "Mushroom Boy," Thomas McWhinney's three successful books, "Sword of the House of Marillac," "English Oak" and "Messenger of Black

Prince," Lucy Madison's "Captain Kitty."

Harper's have several series competing for opportunity on the dollar counters. The best known is the *Adventure Library*, of which there are fifty titles, illustrated. This series includes some of the most fam-

ous stories that Harper's have accumulated in their long activity in the juvenile field, books by Kirk Munroe, James Barnes, E. B. and A. A. Knipe, and many others. Besides this, Harper's have a *Girls' Library* of copyright material, eighteen volumes in all, including such authors as Ellen Douglas Deland, Mary E. Wilkins, etc., and a *Boys' Library* of nine volumes with quite a different appeal, including the "Boys' Book of Indians," the "Boys' Book of Railroads," "Boys' Book of Pirates," "Boys' Book

of the Navy," "Boys' Book of the Army," etc. Then, too, Harper's have their *Round Table Series*, which holds a dozen titles, two of the most popular being "Little Book of Necessary Nonsense" and "Little Book of Necessary Ballads."

Rand, McNally with their *Activities Series* have supplied \$1 counters with quite a different type of material, large, illustrated and appealing books including a cook book, a book of "Fun Craft," "Make It Book," "Make Things With Tools," "Play It Book," and "Sew It Book."

Grosset & Dunlap's series of *Juveniles of Distinction*, started last fall, is rounded out with fifty titles, almost all copyright material, made with all the care in manufacture that has been given to their dollar *Books of Distinction* for adults. This series offers a very broad selection and includes such material as six books from Ernest Thompson Seton, two Altsheiler books, two from Heyliger, two from Tarkington, two from Tomlinson, two of Jack London's, Dorothy Canfield's "Understood Betsy," seven volumes in the *What Every*



"East of the Sun and West of the Moon" illustrated by Hedvig Collin. One of the "Macmillan's Children's Classics" recently priced at \$1.

Child Should Know Series, etc. This might well be supplemented, as in the case of the Doubleday line, with selections from the adult dollar books where there are titles like Boyd's "Drums," Ford's "Hon. Peter Stirling," Masters' "Mitch Miller," Walpole's "Jeremy," Garland's "Son of the Middle Border," Haskin's "American Government," Morgan's "Our Presidents," Stephenson's "Lincoln" and Wilkins' "Flying the Antarctic." Grossett too, has the *Big Books for Boys*, edited by Franklin Mathiews from the stories of *Boys' Life*, the official scout magazine.

Houghton Mifflin in its *Riverside Library* offers half a dozen titles in the field of \$1 juveniles, "Two Years Before the Mast," "Cannibal Land," "Son of the Wolf," "Luck of Roaring Camp," "High Adventure" and "Uncle Tom's Cabin," which, by the way, comes also in an edition with Daugherty's illustrations from Coward-McCann, a reprint of their beautiful gift edition. In the religious field, the Abingdon Press and Fleming H. Revell and Company have some dollar books, designed to promote such qualities as truth, courage, helpfulness, loyalty and reverence.

Most of the series mentioned are of books which are directly associated with children's reading, but children from ten years up begin to read the adult classics, and booksellers always encourage parents to keep adding these to their children's li-

braries until they have all the outstanding books of English literature. At the \$1 price which we have been discussing Nelson provides a very large variety, including the *New Standard Library* in cloth binding, India paper books from 400 to 800 pages. Here booksellers will find the complete works of Dickens, Scott, Thackeray, and in the *Nelson Classics* they will find popular editions of Stevenson, Dumas, Dickens, Cooper and others. The *Nelson Classics*, bound in leather are also sold at \$1.

All this material, as has been said, can be imaginatively arranged on the booksellers' counters with price signs and the decorative jackets set at the most effective angles so that the customers will be tempted to wait on themselves, and, as many customers buy more than one title, the unit of sale need not average lower than that in other sections of the store.

The dollar situation is worth special experiment in the children's department and most booksellers believe that competition has crowded more good bookmaking into the dollar books than could be found even at the old pre-war dollar. That is what better manufacturing, better processes and better machinery have done for us. To take full advantage of the sales possibilities of dollar series crisp, alert merchandising methods must be used, the same methods that apply to all mass selling whether at 25c., 50c., 60c., 80c. or \$1.00.



"Scar Neck" by Rufus Steele. A new title in the "Round Table Series." Harpers



New Books for a Changing School

Rhoda Harris

of the Public Education Association

A NEW book brought into the schoolroom makes the teacher instantly popular and the center of a crowd. Books distributed throughout the class make it unbelievably quiet and good. The statement "If you are through at eleven-thirty, we will go on with the story," gives the greatest impetus to the finishing of any task. During the hours when the children's room of the library around the corner is open, it swarms with children. The noisy, reckless ones who torment the push cart vendors and hitch on the trucks and street cars, who hiss or cheer the screen stars, as well as the timid introverted children are there, standing in a long line, clutching their books and asking meekly for their old favorites.

There can be no doubt that in competition with the tense excitements, the constant emergencies and the spectacular changes of this swift moving life, books are holding their own. But a changing world demands a changing school and the new school is making new demands upon the publishers and writers of books for children.

A few generations ago children shared in the work by which the family survived. They chopped wood, washed dishes, pitched hay and were urged to "step lively," that the necessary amount of work might be finished before sundown. It was an active vigorous life in which work was vital and necessary. Fathers and mothers set the standards for it and taught their children how to do things.

To the little red school house children went for "book larning." It was an adventure and a privilege. They walked miles through heavy snows, waded through deep water when the spring freshets had washed the bridges away, helped with the school stove, shoveled walks, took their places on the teacher's bench when their turn came, studied their books and otherwise engaged themselves in the mischief and fun which all school groups know how

to provide for themselves and their teacher.

Even in the city where I lived as a child, school was bought with a price. We walked through heavily drifted snow, waited with our backs turned against the forty mile gale from the lake for the cross-town car, scurried into the drifts to avoid the long arm of the snow plough and nearly frozen, clambered on the car that followed it. We dried our woolen mittens on the stove that heated the car and watched the trolley's slow progress through the blizzard worrying for fear we would be late. We had a set of books which lasted through the term and one teacher was famous because after the drill on the depth of the various oceans and the boundaries of South America she read a story about Cortez.

Today the school is around the corner, either actually or through the methods of transportation which have reduced distance to nothing. Country highways are so constructed that cars can travel along them almost every day in the year, and cars are so built that they can brave usual storms. Machinery, factory-made products, small living spaces have reduced a child's activity while at home to almost no activity at all and have removed from his observation the processes by which the things he needs are produced.

The educator finds himself facing an acute problem. The schools have developed curricula built almost entirely upon learning through books, trusting a child's home to supply him with actual physical activity and with opportunities for the development of manual and physical skills. Today the situation is reversed. The child's scope of activity at home is very limited and the economic pressure on the adult life leaves little time for fathers and mothers to spend on any kind of instruction. Despite the fact that the child of today lives in a much wider world than the child of yesterday, his life and work experience is very meager and school cur-

ricula built upon certain traditional subjects taught through carefully graded textbooks do not meet his needs.

So the new school undertakes to set up a different kind of school day. It endeavors to give him an outlet for his pent-up energies and to help him understand and know the confusing world in which he lives. For this purpose it begins its study with the near environment that the child may know and feel safe in his own world first. The actual content of the curriculum varies with places and resources. From this the children can go out to distant places and back into the world's history.

In New York City it is easy to go from the shop where you buy food to the open market where the market

man piles it into his wagon, to the boat or truck or train where it is unloaded. Coal and lumber can be seen and watched in its process of transportation. The school arranges trips so the children can see these things for themselves, and can observe the many workers who are busy at them.

It follows these trips with dramatic play, songs, stories and poetry which are relevant. The new school equips itself with hammers and saws, nails and wood for the production of boats and trucks and other things which the children long to make. It supplies equipment for experimentation with storage batteries, magnets, simple weighing and measuring devices. It gives the children access to a kitchen where the mysteries of bread making and cake baking become known. Besides the piano it gives the children drums and tom toms, tone bars and bells. It has a library which is the children's own where they can look for the information they need, read for their pleasure, discover for themselves and grow in their appreciation and love for good books.

The demand of the modern school for

books is great. Where a school has asked for one book, the modern school demands many.

It is a rare child who does not want to read. A few children find it difficult, sometimes due to physical disability but more often due to the fact that children are forced to learn before they are ready for the actual reading process. Many children find the learning very boring. One cannot wonder at this if one looks at the style and content of many graded readers.

One small boy who was the most dramatic story-teller in the class was having difficulty. He was given a reader and told to prepare his lesson. The next day he was called by the teacher and asked to read. He read the first page and then turned

several: "Why do you do that?" the teacher asked. "Au," he said in disgust, "It's all the same in there," which it most certainly was.

Books which have interest and charm for beginners are few, but are greatly needed. Elsa Beskow's "Pelle's New Suit" is the type of book that has great interest because it is about a subject close to the heart of any child—new clothes. It is told simply but with literary quality. Another need of the modern school is for books dealing with the drama and heroism of city life. Fire engines and firemen, coal engines and electric engines, boats and captains, light houses and keepers are of great driving interest.

Moreover, children are eager for stories about familiar things but it takes the genius of Mother Goose to achieve a product that has vigor and dramatic interest. Lucy Sprague Mitchell's "Here and Now Story Book," with its story of the Grocery Man, The Subway Train, The Fog Boat, and "Spot," the cat who walks



This "proud mysterious cat" is from Vachel Lindsay's poem of that name, drawn by Corydon Bell for "Ring-a-Round," Macmillan, by Mildred P. Harrington. This new anthology of poetry for small children grew from the personal experiments of the author with youngsters, and should prove to be a boon to those in search of new material.



Haders' Mother Goose. Coward

the back fence looking for a home, deals with the familiar successfully.

As the study of the children in the new school goes from the near environment, to the life of places far away, back to the days of primitive man or to a study of the early kingdoms, the middle ages, more and more books are needed. Such a school is not endeavoring to have the children memorize certain facts for the passing of a particular grade. It is trying to teach the children to use books as resource material, to know where to look for information they need, and to know how to find it.

Class discussions are more interesting if the children have read in preparation from difficult books with different points of view, so the new school collects as many readable and reliable books on the subject as possible. It is important that these books shall be accurate as to fact, in a print that is easy to read, of a size that a child can handle and written with style and interest. Katharine Dopp's "Early Cave Men," "Early Herdsmen," "Early Sea People," Synge's "The Book of Discovery," Hillyer's "A Child's History of the World," the Compton Encyclopedia are books which the children have used with interest and enthusiasm.

For other reading, Padraic Colum's classics would be hard to surpass. A public school class of nine year old children who had been studying Greece were spell-bound morning after morning by his "Children's Homer." Although that was three years ago, the children are still asking for a book as good as that. Howard Pyle's "The Merry Adventures of Robin-hood," "The Story of King Arthur and His Knights," Cornelia Meigs' "As the Crow Flies," "Master Simon's Garden," are likewise valuable and popular.

There seems to be no greater gulf between adults and children than the one that lies between adult humor and children's humor. Very often the things children consider very funny are the things we punish them for, announcing firmly "There is nothing to laugh at." When we choose a funny story, it is frequently met without a smile. Epaminondas is one of the few who can hold his own with the Funnies. This story seems to contain the essence of what is funny to children—some enormous incongruity.

Most children's literature is strangely lacking in any kind of humor that is appreciated by them. They laugh heartily over such books as Elsa Beskow's "Aunt Green, Aunt Brown and Aunt Lavender," Maud and Miska Petersham's "The Poppy Seed Cakes," Lear's "Nonsense Rhymes," Stockton's "No Other Tiger" and Oscar Wilde's "Ghost Story."

In my experience children like poetry if it is carefully chosen and well read. A group of six year old children last year became familiar with Stevenson, some of Masfield's sea poetry, many of Emily Dickinson's and Christina Rossetti's poems, and enjoyed others from "This Singing World," "Yesterday and Today" and "The Child's Book of Verse."

In my experience also, granting that the story has interest, they prefer a well-told story to a badly told one. Kipling's "Just So Stories" are asked for again and again. Kurt Wiese's "Karoo, the Kangaroo" was followed by a breathless moment, then "Read it again." In connection with all the other things that our modern life supplies for the amusement of children, books hold their own, and their power in the education of children is as potent as in the days of the old story tellers, and as necessary to the child.



Book Week, 1930

Official Statement from Headquarters



*Poster done by Jessie Willcox Smith for
the National Association of Book
Publishers*

FROM Children's Book Week, 1919, to Book Week, 1930, is a long step, in fact, an upward progression of steps, for each year the activities of the Week have been built upon those of former years. The new "Manual of Suggested Projects for Book Week" issued by the National Association of Book Publishers includes many of the suggestions made in "Grade School Projects" and "High School Projects" in former years, as well as reports of Book Week observances in communities in various parts of the country. Any bookseller, librarian or teacher organizing Book Week in his community will find ideas in this manual to supplement his own experience, and to provide a basis for

book exhibits, for programs and publicity.

The original Jessie Willcox Smith poster, always in demand, has been reprinted for use this year; and for high school displays and other centers reaching the older boys and girls, six of the Zadig woodcut designs have been reprinted.

Booksellers have found the notebooks, "My Book Record" so useful for distribution to the children during Book Week that they will be glad to know it is still available at \$1.50 per 100. (Orange cover, pages blank for record.)

A new List of Book Films is being prepared by the National Board of Review of Motion Pictures; the List of Plays for Book Week is being revised by the School Division of the New York Public Library, and the Hidden Title Stories, written by Evelyn Sickels and used successfully by the Indianapolis Public Library, are available at 5 cents per copy. Newspapers and school papers are often glad to use such stories in local contests. A leaflet on "How to Make Bookshelves" is available free.

Booksellers have only to study the current publishers' catalogs and their own attractive stock of books for boys and girls to realize the importance that children's books have gained in the past ten years. The education of parents and teachers in the important subject of children's literature is not accomplished overnight, but through the active and carefully developed cooperation of booksellers, librarians, publishers, authors, magazines, newspapers, and hundreds of educational and civic organizations, a very definite and constructive change in children's book sales has taken place during the past decade.

Four themes are suggested as the basis for Book Week exhibits in 1930:

International Friendship
Books for Young Americans
Background Books
The Modern World

The new Book Week Manual gives suggestions for exhibits, contests and programs under each of these four headings.

The magazines during October, November and December will be rich in booklists and book reviews. Dealers should watch for these and be prepared with the books which will undoubtedly be requested as a result of the articles. A few of the outstanding magazines which have scheduled articles: *The American Boy*, *Boys' Life*, *The American Girl*, *Everygirl's*, *St. Nicholas*, *Child Welfare*, *Harper's Magazine*, *The Nation*, *Parents' Magazine*, *Woman's Home Companion*, *Good Housekeeping*, *The Country Gentleman*, *The Forum*, *Scribner's Magazine*, *The Outlook* and *Independent*, *North American Review*,

Commonweal, *The Survey* *Midmonthly*, *Woman's Press*, *Modern Priscilla*. Many of the religious and educational journals which have large home circulations will give special pages to children's book reviews in November and December.

Dealers who sell magazines as well as children's books have an opportunity to call attention to the book articles as they appear, and the books recommended in the articles. A complete list is available from the National Association of Book Publishers, 347 Fifth Avenue, New York, N. Y. Posters, the Manual of Suggestions, and other leaflets on request to this address.

Putting the Shop Across

Bookshops Discuss What Has Done Most for Them in Reaching Their Community—Here Are Opinions From Such Well-Known Authorities as Geraldine Gordon of the Hathaway Bookshop, Mrs. Constance Mitchell of the Sather Gate Bookshop in Berkeley, Scrantom's in Rochester, The Children's Bookshop in Portland

WHEN you ask a successful director of a children's bookshop or book department what is the most important element in successfully putting a bookshop before the community, there must, of necessity, be almost as many answers as there are bookshops, as there is no department of a bookstore where there is so much individuality of presentation as in the children's department. But there are some common essentials and the points often emphasized include good department arrangement, careful displays, individuality in advertising, Book Week activities, personal service, contacts without the shop.

The emphasis that so many put upon the personal contact with the community indicates how important this element has come to be considered. Many stores agree with Ream's of Lancaster in the belief that personal letters are among the best forms of publicity. Miller's of Atlanta (Mrs. Minna Miller Hamilton in charge of children's books) makes the point that verbal advertising through friends of the bookshop is responsible for many of the shop's best customers. This sense of personal interest in a shop can often be cre-

ated for children's books when it is difficult to create it for the adult departments. The new Children's Bookshop in Portland, Ore., opened last year, on a Sunday when friends of the manager could be invited in to tea and thus given a feeling that they had a partnership in the launching of the organization. Not every bookshop can use personality as does Leonard H. Wells of the Powers Mercantile Company in Minneapolis, who says that the greatest asset his shop has is direct contact with children to whose parents and grand parents he has sold books. Certainly that kind of public relationship has to come with time.

Scrantom's in a very careful report of their methods say, "As a matter of year round selling, the best results come from personal notes, telephone calls, books sent on approval, contacts with women's clubs." Esbenschade's of Lebanon, Pa., is another shop that has used telephone calls along with personal letters. From every direction we hear reports of experiments in outside contacts through speaking and exhibits. From the Stamford Bookstore, Miss Noyes points to the fact that in talks at public



In Portland, Ore., Helen Zimmerman keeps close record of birthdays

and private schools they always take an exhibit of books and have catalogs ready for distribution. Geraldine Gordon of the attractive Hathaway Bookshop also carries a display with her in her talks given to all the grade schools of Wellesley. Dorothy Oechsner, who has charge of Hansell's children's books in New Orleans, finds that naming the book department "The Rabbit Hole" has helped it to be remembered among the children and thus make her visits to the schools a welcome feature.

"Newspaper advertising," says the Grove Street Bookshop in Fitchburg, expressing a common idea, "is a gamble for the children's book department. Many newspaper advertisements apparently go quite unseen, though occasionally one brings some unexpected comeback. The advertisements of individual book titles seldom bring adequate returns on cost." Pomeroy's, of Harrisburg, writes, "We do a small amount of newspaper advertising on sure fire items, but do not waste our efforts promoting or trying to push the sales of books whose purchase had proved a mistake of judgment. We have found that if certain classes of books are wanted, those are the items behind which we must put our advertising effort." Another bookseller emphasizes the fact that with him newspaper advertising in December is valuable as giving contact with an entirely new group of people but is less important in results in the case of established customers.

The Children's Bookshop in Portland has found a good medium in the local *P. T. A. Magazine*.

More favorably considered in the advertising plans of apparently all booksellers is the use of catalogs and lists, and each report from the field tells of some special way of giving lists new value before the community. This is done by distribution at meetings, by supplying catalogs of approved lists through the public library, by advertising catalogs as something to be sent for, by sending a checked catalog or a small list to every inquiring person, by enclosing the most carefully selected list in the packages as delivered. Esther Nowlin of Duttons, New York, emphasizes the importance of book lists in connection with all the school contacts which she makes. "When schools issue their own lists," Miss Nowlin writes, "we make every effort to keep the titles in stock so that we may give prompt service to the pupils and their parents." Miss Nowlin prepared last year a very interesting holiday shopping list which will be given to parents which is full of book suggestions with space for entering titles for children's needs. The Portland Bookshop keeps a list of all the children's birthdays and a record of every book purchased by the children or for the children, so that they can make accurate recommendations for gifts.

The Market Square Bookshop in Providence is one of many that express the need of using lists throughout the year, lists that have no particular holiday emphasis, and to some of the Providence schools where the shop is well known it sends a quantity of catalogs for Book Week with the encouragement of the teachers. J. E. and K. Brown of Long Beach have just increased their attention to juveniles by opening up the basement, and this shop is placing strong emphasis on the use of lists in its contacts with the schools.

That the store itself is its own best advertisement is evidenced by the care taken to make children's book departments attractive, and anyone who has traveled widely among American bookstores realizes how much has been done in this respect in the last ten years. To enter a children's book department is to realize that you *are* in the book department for children and means that you are in the mood to buy. This

spirit has been achieved admirably in various ways, in Scribner's with their extremely well located department under the mezzanine to the rear, at Korner's in Cleveland where its balcony gives space which is so well used, at Halle Brothers, Cleveland, with its colorful room separated by partitions from the main store, and in scores of other stores that could be mentioned.

Many shops have, in addition to large display tables, a small table for the small children themselves, which gives them a sense of having something belonging to them. Mrs. Raymond Robbins writes of her bookshop in Brooksville, Fla., "Our shop is the meeting place for any and all of the residents of the community. It is in the center of the town. Everyone can meet here, and it is the sense of keeping open house that makes it so attractive to the citizens of the vicinity." One bookshop which seems to be successful in combining a beauty parlor with a bookshop at Cornell has sand tables in which the scenes of famous storybooks are made to interest the parents and amuse the children, "Tom and Huck on the River," "Tournament of King Arthur," "Robin" and "Winnie the Pooh," etc.

The importance of year-round service probably underlies the work of the most successful of the children's bookshops, while contact with the educational forces of the



The cheeriest of colors enliven packages for Portland's Children's Book Shop

community continues to be an essential factor. Undoubtedly Book Week has been one of the great elements in strengthening these contacts. "Children's Book Week has been a big asset," writes the Lancaster Bookshop. "It is a splendid feature of our fall," comes from Fort Worth. "Book Week plants the seeds for Christmas activity," writes Mrs. Constance Mitchell of the Sather Gate Bookshop of Berkeley, California, one of the well-known leaders in this work.



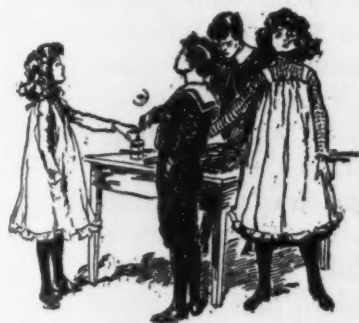
A new illustrator of children's books is Jack Tinker who does both text and pictures for "The Small and Tall Man." Lippincott

The Outlook for Fall Juveniles

Mary Rich

BOOKS to the right of them, Books to the left of them, Books in front of them. The gallant seven hundred and some odd titles of juvenile books slated for this fall's book counters are already demanding attention.

For the younger children there are the dozens of picture books. Dorothy Aldis has a jolly new tale, "Squiggles, or the Little Red Cap" (*Minton*), the story of a squirrel. There is a reprint of Alexandre Dumas's version of an old German legend, "The Nutcracker of Nuremburg" (*McBride*) with attractive silhouettes by Else Hasselriis who did those in "Shen of the



"The Five Children" by E. Nesbit. Coward

Sea." Eleanor Farjeon has a merry "Tale of Tom Tiddler" (*Stokes*) which is a cumulative type of story with light-hearted explanations of the amusing names in London town. Elinor

Whitney, who has done so much for children through her work with the Bookshop for Boys and Girls in Boston, gives us a story of the country in "Timothy and the Blue Cart" (*Stokes*). Helen Hill and Violet Maxwell have two books this fall: "Napoleon's Story Book" (*Macmillan*), which is a group of tales such as Napoleon must have heard during his childhood in Corsica, and "Galley Jack Crosses the Line" (*Harpers*). Walter Brooks has done another genuinely amusing tale for children, "More To and Again" (*Knopf*) with illustrations by Kurt Wiese. A new Hugh Lofting in an entirely new vein is "The Twilight of Magic" (*Stokes*), illustrated by Lois Lenski. It is about the Middle Ages in England.

André Maurois, who has become so famous as a biographer, adds his bit to chil-

dren's literature in "The Country of Thirty-six Thousand Wishes" (*Appleton*) which is a Paradise where there are neither cross teachers nor nurses, no medicines, no spinach. Helen Fuller Orton presents a tale of "Grandmother's Cooky Jar" (*Stokes*).

There seem to be several stories about elephants. "Sonny Elephant" (*Little*) by Madge A. Bigham with Hader illustrations is one. "Chang of the Siamese Jungle" (*Dutton*) by Elizabeth Morse, a thrilling tale of a baby white elephant and captured princesses is another. "Hahtibee the Elephant" (*Knopf*) by Charles E. Slaughter for slightly older children is illustrated by Ferdinand Huszti-Horvath. Ossendowski writes about "The Life Story of a Little Monkey" (*Dutton*) with Kurt Wiese pictures.

Around the world we go with the tales of foreign lands. Dahrís Butterworth Martin tells of rugmaking in Arabia in "Awisha's Carpet" (*Doubleday Doran*). Virginia Olcott makes modern Florence live in "Dino of the Golden Boxes" (*Stokes*). Frances Carpenter, who is the daughter of the much traveled Frank Carpenter, writes down the "Tales of a Basque Grandmother" (*Doubleday Doran*) with illustrations by a native artist, Pedro Garmendia. George Biddle, the famous etcher, has recounted his adventures in the South Seas in a hilarious tale, "Green Island" (*Coward*) with his own etchings to illustrate it. Norbert Lebermann's "New German Fairy Tales" (*Knopf*) is done in the manner of Grimm, and "Fairy Tales of Modern Greece" (*Dutton*) by Gianakoulis are original creations founded upon the unwritten fairy lore of Greece.



One of the decorations from Margaret Evans Price's "Windy Shore." *Harper's*

"The Amber

Bead" (*Longmans*) by Toni Rothmund, translated from the German, is a nature story combined with mystery. Sweden is represented in "Wanda and Greta at Broby Farm" (*Longmans*) by Amy Palm with utterly delightful modern illustrations by Frank McIntosh. Erich Kaestner burlesques mystery tales in an exciting and ridiculous tale, "Emil and the Detectives" (*Doubleday, Doran*). The translation is by May Masee and it is a farcical tale, reminding you that Germans really do have a sense of humor.

We have a good many boys' books by boys and two girls' books by girls. "Judy in Constantinople" (*Stokes*) is Judy Acheson's own experiences in Constantinople. She was twelve when she wrote this. Mary Remsen North, only ten years old, is believed to be the only young person ever to have gone down the lower Colorado by boat. She writes her account of the journey in "Down the Colorado" (*Putnam*). Paul Siple, the boy scout who accompanied Byrd, tells us about it in "A Boy Scout with Byrd" (*Putnam*). Clarke Crichton, Jr., in "Frozen in" (*Putnam*) gives us an inside account of the rescue of the fur-trading schooner "Nanuk" frozen in ice floes, off Siberia. A new edition of one of Roosevelt's favorite books as a child comes to us this fall in "Mrs. Abby Diaz's "William Henry Letters" (*Lothrop*).

There are tales of ancient days, presenting history in a most readable and entertaining form. For the younger boys and girls is a fascinating book, "Metten of Tyre" (*Doubleday, Doran*) with really fine illustrations by Vera Bock. This tale of ancient Phoenicians and their voyages up the Nile, to the tin islands (Britain) and to Palestine to see the building of Solomon's temple makes excellent reading.

Julia Davis Adams tells of the ever thrilling search for freedom of the Swiss people who shake from themselves the hated yoke of Austria in the gallant days of William Tell in "Mountains Are Free" (*Dutton*). The illustrations are by Theodore Nadejen.

Harold Lamb's great book on Genghis Khan has been edited for boys and girls and is called "The Boys' Genghis Khan" (*McBride*). This is a remarkable story told with vigor and with a great sense of the dramatic. Vernon Quinn writes of the

crusades for older boys in "March of Iron Men" (*Stokes*).

"The Dark Star of Itza" (*Harcourt*) by Alida Sims Malkus is a story of the ancient Mayan civilization and is both accurate from an archæological standpoint and thrilling. Older girls should enjoy this. May McNeer writes an excellent story of old Germany during the days of Dürer and of guilds and meister singing. Illustrated by Lynd Ward "Waif Maid" (*Macmillan*) makes a distinguished book. Margaret Evans Price has done a very good piece of work in her dramatic story of old Marseilles when the Greeks were fighting the barbarians for supremacy. It is a combination of ancient and modern very cleverly done, and illustrated by the author. The decorations taken from ancient Greek pottery are fascinating. Older boys and girls should find "The Windy Shore" (*Harper*) intensely interesting.

Eric P. Kelly, who won the Newbery Medal two years ago, has written another story about ancient days in Poland. "The Blacksmith of Vilno" was conceived by Mr. Kelly while he was searching through old records to trace the lost crown of Poland. The crown was successfully hidden so that the Russians never captured it, and Poland never lost its independent spirit. Mr. Kelly hoped to find the actual crown before the story was published, but the tale was too good to hold in storage until his treasure hunt was successful. So Mr. Kelly is still searching. The illustrator, Angela Pruzynska, actually went through the Lithuanian forest for material for her drawings.

The American Revolution forms the theme for three of the girls' books. "Freedom's Daughter" (*Dutton*) by Gertrude Crownfield, has a Pennsylvania background. "Peggy of Old Annapolis" (*Coward*) by Hawthorne Daniel is a mystery of Maryland during those exciting days. Elizabeth Janet Gray writes of the adventures of a Scotch girl who is torn between her allegiance to her beloved Florry MacDonald and the crown and her belief that the rebels are right in "Meggy McIntosh" (*Doubleday, Doran*) which is laid partly in Scotland and partly in North Carolina.

Ada Claire Darby makes an intriguing tale of pioneer days in a frontier fort on

the Missouri River, in "Hickory-Goody" (Stokes). Miss Darby lives in Missouri and knows whereof she writes. Marjorie Hill Allee in "Judy Lankester" (Houghton) is another story of pioneer days. "White Heron's Feather" (Harper) by Gertrude Robinson and illustrated by Erick Berry is about a white girl among the Maine Indians.

Agnes Danforth Hewes brilliantly tells the story of the struggle between Venice and Portugal to gain control of the all-sea route to India and the Far East which resulted finally in America's discovery in "Spice and the Devil's Cave" (Knopf). Lynd Ward does the decorations. Kathleen Field's "Yellow Bird" (Oxford) is also a tale of the time of Columbus, but laid in Spain. Harrie Wood, whose work is so admirable, illustrates this.

"Trading East" (Little) by Freelove Smith is about the glamorous days of Queen Elizabeth, founded on the chronicles of Hakluyt.

"Witch's Maiden" (Harper) by Mabel L. Tyrrell is an exciting story of the days of the Protectorate in England whose heroine is a royalist.

"Queen Dido's Treasure" (Little) by Ada H. Glanville is about ancient Carthage and a nephew of Hannibal. Helen Cole Crew's "Singing Sea Men" (Century) is a vivid retelling of the Aeneid.

"Queer Person" (Doubleday, Doran) by Ralph Hubbard is a well-written story of a deaf mute in an Indian tribe before the days of the white man. The illustrations by Harold Von Schmidt are distinguished, and the whole book is very worth while. Grace Moon has another of her charming Indian tales for younger boys and girls in "The Missing Katchina" (Doubleday, Doran) illustrated by Carl Moon. Constance Lindsay Skinner adds to her thrilling and accurate accounts of Indians

in the North in "Redman's Luck" (Coward) an excellent story of a white boy who lives with the Indians who call him Luck. Elizabeth Willis DeHuff, remembered for her charming "Taytays' Tales" (Harcourt) gives us another Indian story

"Five Little Katchinas" (Houghton) with illustrations by a native artist, Fred Kabotie. F. V. Morley writes of early days of whaling in "East South East" (Harcourt) which was first published for grown-ups last year. The new edition is illustrated by Samuel Glanckoff.

Katharine Adams' new book "Thistle Inn" (Macmillan) is of the days of Bonny Prince Charlie.

Dhan Gopal Mukerji retells the hero tale of "Rama: The Hero of India"

(Dutton) for older boys and girls. "Rustam, Lion of Persia" (Minton) is another hero tale retold by Alan Lake Chidsey and illustrated after the fashion of Persian miniatures by Lois Lenski. Eleanor Farjeon translates Chaucer for children in "Chaucer's Canterbury Tales For Children" (Cape and Smith), illustrated in exquisite water color paintings by W. Russell Flint. This will be a very important book, both for beauty of illustration and language. Washington Irving's "Bold Dragoon and Other Ghostly Tales" (Knopf) is edited by Anne Carroll Moore and pictured by James Daugherty. May McNeer and Charlotte Lederer retell some Hungarian legends in "Tales From the Crescent Moon" (Farrar & Rinehart).

Among the fiction for older boys and girls are: "Land Spell" (Macmillan) by Gladys Hasty Carroll, an excellent mystery tale and character study of a family in Maine; Rose B. Knox's "The Boys and Sally" (Doubleday, Doran) a story of life on a Southern plantation with a mystery for good measure; E. Nesbit's "Five Children" (Coward) following the



Dorothy Lathrop is the artist for Sara Teasdale's "Stars To-Night." Macmillan

beloved "Bastable Children" although not a sequel; Thames Williamson's "Opening Davy Jones's Locker" (*Houghton*); about a scientific expedition to the waters of the Caribbean. Stephen Meader's "Red Horse Hill" (*Harcourt*) is a tale of a boy and a horse. Another horse story is Hinkle's "Tornado Boy" (*Morrow*) about a wild horse. "Scar Neck" (*Harper*) by Rufus Steele is another wild horse, and is a true story. Herbert Stoops who does the illustrations had his first job from the author, and they both know wild horses.

Esther Birdsall Darling has followed her "Baldy of Nome" after many years with a story of Baldy's son "Navarre of the North" (*Doubleday, Doran*). Alice Grant Rosman's new tale is a dog story "Jock the Scot" (*Minton*). Theodore Harper has a new adventure tale for boys "His Excellency and Peter" placed in Russia.

"The Reckless Seven" (*Macmillan*) is full of fun and narrow escapes.

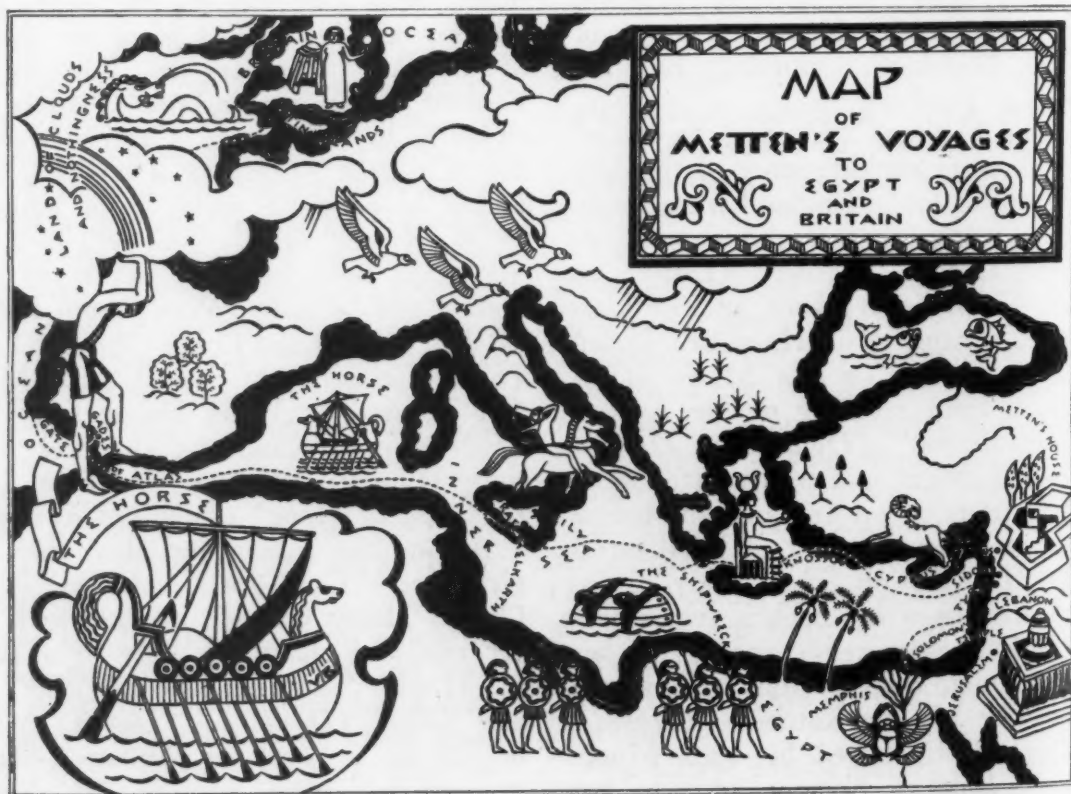
"Pink Furniture" (*Cape & Smith*) has a place by itself, being a delicious nonsense tale as much for grown-ups as children, written by A. E. Coppard. An amusing read-aloud book for superior children only.

Poetry is represented by a new collection of Carl Sandburg "Early Moon" (*Har-*

court) illustrated by James Daugherty who also has illustrated "John Brown's Body" (*Doubleday, Doran*) by Stephen Vincent Benét for older boys and girls. Mildred P. Harrington has done a very interesting anthology of poetry for young children with many illustrations by Corydon Bell, called "Ring-a-Round" (*Macmillan*). Rose Fyleman has a new group of verses in "Gay Go Up" (*Doubleday, Doran*). Sara Teasdale's "Stars To-Night" (*Macmillan*) is an addition to any library. A new collection of Walter de la Mare's poems is his "Poems for Children" (*Holt*).

Flying comes on apace with dozens of stories and technical advice as in "Grow Up to Fly" (*McBride*) by Lloyd George. For smaller children Dorothy Heiderstadt has written "Jimmy Flies" (*Stokes*). John McNamara has "Playing Airplane" with illustrations by Frank Dobias. Raoul Whitfield in "Silver Wings" (*Knopf*) tells many tales of war and flying. "The Beginner's Book of Model Airplanes" (*Bobbs*) by C. H. Claudy should interest the mechanical-minded boy.

These are only a few of the host of books to come this fall. Many have not yet been published of those listed, but the majority will be available during the next two months.



The endpapers from "Metten of Tyre" illustrated by Vera Bock. Doubleday, Doran

Index to Juvenile Books, Fall, 1930

*Announcements of New Publications from July 1st
Listed by Author, Title, Illustrator, and Series*

- Abbott, Jane. Merridy road. 4 il. \$2
Lippincott
- Abbott, Mather Almon. Boy today. \$2
Revell
- Acheson, Judy. Judy in Constantinople. 24
il. (pt. col.) by Anne M. Peck. \$1.75
Stokes
- Adams, Julia Davis. Mountains are free. Il.
by Theodore Nadejen. \$2.50 Dutton
- Adams, Katharine. Thistle inn. il. \$2 (?)
Macmillan
- Adcock, Marion St. John. Littlest one. Col.
il. by Margaret W. Tarrant. New ed. \$1
Stokes
- Adrift in the Arctic. Morison, J. S. \$2
Oxford
- Adventure ser. *See* Key, Alexander.
- Adventurer ser. *See* Green, Fitzhugh.
- Adventures in geography. Kay, G. A. \$2.50
Volland
- Adventures in the African jungle. Akeley,
C. \$3 Dodd, M.
- Adventures of a patriot. Hart, P. 50 c. Burt
- Adventures of fairy Tinkle Toes. Elsie-Jean.
\$1.25 Sully
- Adventures of Luisa in Mexico. James, W.
\$2 Dutton
- Adventures of Pinocchio. Collodi, C. \$2
Doubleday, Doran
- Adventurous days. Grabo, C. \$2.50
T. S. Rockwell
- Adventurous youth. Brewbaker, C. W. \$1.25
Revell
- Aesop's fables. Pratt, M. L. 60 c. McKay
- African jungle, Adventures in the. Akeley,
C. \$3 Dodd, M.
- Air express holdup. Wright, P. L. 50 c.
Barse
- Air pilot ser. *See* Wright, Philip Lee.
- Airplanes, Beginner's book of model. Claudy,
C. H. \$1.75 Bobbs-M.
- Akeley, Carl and Mary L. Jobe. Adventures
in the African jungle. 36 il. \$3 Dodd, M.
- Alaska, the great bear's cub. Davis, M. L.
\$2 Wilde
- Alaska, Uncle Sam's attic: the intimate story
of. Davis, M. L. \$3.50 Wilde
- Albert, Edna. Little pilgrim to Penn's woods.
7 il. by Esther Brann. \$2 Longmans
- Alcott, Louisa M. Eight cousins. (Every-
child's lib.) 60 c. Saalfeld
- Alcott, Louisa M. Lulu's library. 10 il. (pt.
col.) by Gertrude A. Kay. New 1 v. ed.
\$2 Little, B.
- Aldis, Dorothy. Squiggles, or the little red
cape. Il. by Margaret Freeman. \$2
Minton, B.
- Alexander, V. C. Everyday games book.
\$1.50 Lippincott
- All about Patsy. Phipps, M. \$2
Doubleday, Doran
- All the world is colour. Clément, M. \$4
Farrar & R.
- Allee, Marjorie Hill. Judith Lankester. Il.
by Hattie Longstreet Price. \$2
Houghton, M.
- Allen, Phillipa. Junior story teller's house.
\$1.25—Story teller's house. il. ea. \$1.25—
Whispering Wind: tales of the Navaho
Indians. il. 50 c. T. S. Rockwell
- Amazing adventures of Kermit the hermit
crab. Chamberlin, E. C. \$1.50 Sully
- Amazing adventures of little brown bear.
Burroughes, D. \$1.25 Harper
- Amber bead. Rothmund, T. \$2 Longmans
- Ameliaranne in town. Heward, C. \$1.50
McKay
- American art, Trail-blazers of. Irwin, G.
\$2.50 Harper
- American boy adventure stories. Ellis, G.
O. (intro.) \$1 Doubleday, Doran
- American history, Famous events in. Mc-
Fee, I. N. \$2 Crowell
- Andersen, Hans. Fairy tales. Il. (pt. col.)
by Harry Clarke. \$3.50 Brentano's
- Andersen, Hans. Stories from Hans Ander-
sen. 16 col. il. by Edmund Dulac. (Junior
lib.) \$2.50 Doubleday, Doran
- Andersen's fairy tales. Osborne, M. O., ed.
\$3.50 Penn
- Anderson, Bernice G. Topsy Turvy's pig-
tails. il. (part col.) \$1 Rand McN.
- Anderson, Paul L. Slave of Catiline. il. \$2
Appleton
- André. Cobb, B. B. \$1.75 Putnam
- Andrews (Roy)—Dragon hunter. Green, F.
\$1.75 Putnam
- Andy Lane: the plane without a pilot. (Fly-
ing stories) 50 c. Grosset & D.
- Angus and the ducks. Flack, M. \$1
Doubleday, Doran
- Animal caravan. Leet, F. R. \$1 Saalfeld
- Animal children. Eipper, P. \$2 Viking
- Animal picture tales from Russia. Carrick,
V. \$1.50 Stokes
- Animal story book, Little folks. \$1 Altemus
- Animals, Book of baby. Talbot, E. \$2
Nelson
- Animals came in. Smalley, J. \$1.75 Morrow
- Animals' own story book. Babbitt, E. C.
\$1.50 Century
- Animals, Tales of the first. Walker, E. B.
\$1.50 Farrar & R.

- Annapolis, Boys' book of. Knapp, G. L. \$2
Dodd, M.
- Annixter, Paul.** Wilderness ways. Il. (pt. col.) by Charles Livingstone Bull. \$3 Penn
- Anthony Everton. Fletcher, J. S. \$1.50 Clode
- Ark of Father Noah and Mother Noah. Petersham, M. \$2 Doubleday, Doran
- Arnold, Nason, H.** Rusty. Il. by Griswold Tyng. \$1.50 Lothrop, L. & S.
- Around the world in song. Gordon, D. \$2.50 Dutton
- Art, Trail-blazers of American. Irwin, G. \$2.50 Harper
- Artists, Stories from the youth of. Roberts, M. N. \$2.50 Crowell
- Ashmun, Margaret.** Susie Sugarbeet. 6 col. il. by Maginel Wright Barney. \$2 Houghton, M.
- Asquith, Herbert.** Pillicock hill. Music by Alec Rowley. Il. by A. H. Watson. \$2.50 Oxford
- At the foot of Windy low. Justus, M. \$1 Volland
- Atkins, Elizabeth H.** Pot of gold. 10 il. (pt. col.) by St. Clair Ladow. \$2 Stokes
- Atkins, Elizabeth.** Toby's goblin. il. \$1.50 Rand McN.
- Aunt Brown's birthday. Beskow, E. \$2.50 Harper
- Aviation ser. See Langley, J. P.
- Aviation stories from St. Nicholas. il. \$1.25 Century
- Awisha's carpet. Martin, D. B. \$2 Doubleday, Doran
- Babbitt, Ellen C.** Animals' own story book. Il. by Marjorie Stocking. \$1.50 Century
- Baby bear. Williamson, H. 75 c. Doubleday, Doran
- Baby's own book. Strong, Mrs. H. 50 c. Barse
- Bacon, Peggy.** Terrible nuisance and other tales. Il. by the author. \$2 (?) Harcourt
- Bailey, Albert E.** Call of the Rio Bravo. 13 il. (pt. col.) by Henry C. Pitz. \$2 Little, B.
- Bailey, Alice Cooper.** Sun gold. Il. by Loretta and Prentice Phillips. \$2 Houghton, M.
- Bailey Twins ser. See La Belle, Claude.
- Baker, Arthur.** Hoofbeats in the wilderness. \$2 McBride
- Baker, Clara B., and Baker, Edna D.** Toots in school. Il. by Vera Stone Norman. 75 c. Bobbs-M.
- Baker, Ellen Friel.** Wonderful story of industry. 26 il. (pt. col.) by Boog. \$2.50 Crowell
- Baker, Margaret.** Noddy goes a-plowing. Il. by Mary Baker. \$2 Duffield
- Baker, Willard F.** Boy ranchers in Terror Canyon. 50 c. Cupples
- Baker's dozen. Davis, M. G., comp. \$2 (?) Harcourt
- Baldwin, James.** Story of Roland. Col. il. by Peter Hurd. (Scribner illus. classics) \$2.50 Scribner
- Ball, Martha Jane.** Timothy Crunchit, the calico bunny. \$1.50 Laidlaw
- Barbour, Ralph Henry.** Candidate for the line. il. \$2 Appleton
- Barney, Maginel Wright, (il.)** See Ashmun, Margaret; Broughton, Philip.
- Barrel of clams. Leshner, S. B. \$2 (?) Harcourt
- Barrows, Marjorie.** The magic umbrella abroad, tiny picture travel tales. il. 50 c. T. S. Rockwell
- Bartlett, Arthur C.** Gumpy, son of Spunk. \$1.75 Wilde
- Bartlett, Philip A.** Cliff Island mystery—Roy Stover story. \$1 Barse
- Barton, May Hollis.** Search for Peggy Ann. 50 c. Cupples
- Baruch, Dorothy W.** Big fellow at work. Il. by Berta and Elmer Hader. \$1.50 Harper
- Baruch, Dorothy.** Two Bobbies. 31 il. (4 col.) by Phyllis Britcher. \$2 John Day
- Bascombs on the gridiron. Heagney, J. \$1.25 Benziger Bros.
- Basketball books for boys. See Sherman, Harold M.
- Beacon Hill bookshelf. See Coolidge, Susan.
- Beasts called wild. Demaison, A. \$3.50 Farrar & R.
- Beaty, John.** Billy Berk. il. 50 c. T. S. Rockwell
- Beethoven, master musician. Goss, M. \$2.50 Doubleday, Doran
- Beginner's book of model airplanes. Claudy, C. H. \$1.75 Bobbs-M.
- Benét, Stephen Vincent.** John Brown's body. Il. by James Daugherty. \$3.50 Doubleday, Doran
- Beppo the donkey. Wells, R. \$2 Doubleday, Doran
- Berg, Mary Kirkpatrick.** Story sermons for children. \$1.50 R. R. Smith
- Berger, Helen.** Mystery of world's end. Il. by Carlos Sanchez. \$2 Longmans
- Berger, Josef.** Come along. 20 il. (pt. col.) by Dorothy Thomas. \$2 Houghton, M.
- Bernard, Joseph.** Henneker diamonds. il. 50 c. T. S. Rockwell
- Berndt, W.** Smitty the flying office boy. 60 c. Cupples
- Berry, Erick.** Penny whistle: picture-story book. Il. by author. \$1 Macmillan
- Berry, Erick, (il.)** See also Lobagola, Bata Ibn; Morse, Elizabeth; Robinson, Gertrude.
- Beskow, Elsa.** Aunt Brown's birthday. 16 col. il. by the author. \$2.50 Harper
- Beskow, Elsa.** Pelle's new suit. il. 60 c. Platt & Munk
- Beskow, Elsa.** Tale of the wee little old woman. 12 col. il. by the author. \$1.25 Harper
- Best bird stories I know. Minot, J. C. \$2 Wilde
- Betsy Ross. Parry, Edwin S. \$2; \$10 Winston
- Betty Gordon at mystery farm. Emerson, A. B. 50 c. Cupples
- Bianco, Pamela, (il.)** See Ewing, Juliana H.
- Biddle, George.** Green island. 32 il. by author. \$2.50 Coward-McCann
- Biddy and Buddy's holidays. Warde, M. \$1.50 Appleton

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BIG-BROCK

- Big and little brother. Geijerstam, G. A. \$1.25 T. S. Rockwell
Big book No. 14. Martin, J. \$2.50 Dodd, M.
Big brother. Hawkes, C. \$1.50 Milton Bradley
Big fellow at work. Baruch, D. W. \$1.50 Harper
Big story book No. 367. \$1 Saalfeld
Big vacation book for boys. il. \$2 Doubleday, Doran
Big vacation book for girls. il. \$2 Doubleday, Doran
Big war ser. See Kay, Ross.
Bigham, Madge A. Sonny elephant. Il. (pt. col.) by Berta and Elmer Hader. \$2.50 Little, B.
Billy Berk. Beaty, J. 50 c. T. S. Rockwell
Billy Boy's sea adventures. Niedermeyer, M. W. \$1.50 Sully
Billy Bradley and the school mystery. Wheeler, J. D. 50 c. Cupples
Billy Whiskers stowaway. Montgomery, F. T. \$1.25 Saalfeld
Binkie's blue jacket. Strang, Mrs. H. 50 c. Barse
Bird, Theodocia Walton. Bristles. 24 il. (pt. col.) by F. Strothmann. \$2 Little, B.
Bird, Zenobia. Eyes in the dark. \$1.75 Revell
Bird in the bush. Hallock, G. T. \$2 Dutton
Bird stories I know, Best. Minot, J. C. \$2 Wilde
Birney, Hoffman. Pinto pony. il. (pt. col.) \$2.50 Penn
Birthday book for children. Heath, I. \$1 Warne
Black, Fred L. See Simonds, William A.
Black Beauty. Sewell, A. \$1 Saalfeld
Blackie's children's annual. \$1.50 Barse
Blackmore, R. D. Lorna Doone. 8 col. il. by Mead Schaeffer. \$3.50 Dodd, M.
Blacksmith of Vilno. Kelly, E. P. \$2.50 Macmillan
Blaine, Mahlon (il.) See Calvin, Jack
Blaisdell, Etta Austin. Kelpies run away. 41 col. il. by Clara Atwood Fitts. \$1 Little, B.
Blot, The. Crawford, P. \$2 (?) Cape & Smith
Blue bandits. Morrison, L. \$1.75 Stokes
Blue domiers ser. See Finley, Jean.
Blue ribbon stories. Second book. Robinson, M. L., ed. \$2.50 Appleton
Bock, Vera, (il.) See Carus, H.; Damon, S. F.
Bold dragoon. Irving, W. \$3.50 Knopf
Bomba the jungle boy and the lost explorers. Rockwood, R. 50 c. Cupples
Bond, Carrie Jacobs. Little monkey with the sad face. Il. by Kurt Wiese. \$1.50 John Day
Bonner, Mary Graham. Etiquette for boys and girls. il. \$1 McLoughlin
Bonner, Mary Graham. Hundred trips to storyland. Il. by Hildegard Luppran. \$2 Macaulay
Bonner, Mary Graham. Magic Universe. Il. by Luxor Price. \$2.50 Macaulay
Book of baby animals. Talbot, E. \$2 Nelson
Book of Christmas stories for children. Walters, M. O., ed. \$2.50 Dodd, M.
Book of the ship. Jackson, G. G. \$2 McBride
Book of the three dragons. Morris, K. \$5 Longmans
Boone (Daniel), wilderness scout. White, S. E. \$2.50 Doubleday, Doran
Bowen, Olwen. Terrier's tale. Il. by Mary P. Gardner. \$1.50 McBride
Bowles, Ella Shannon. Hubert the happy. Il. by Lyle Justis. \$1.75 Lippincott
Boy from the West. Pier, A. S. \$1.75 Houghton, M.
Boy ranchers in Terror Canyon. Baker, W. F. 50 c. Cupples
Boy scout in the Grand Cavern. Oliver, D. \$1.75 Putnam
Boy scout with Byrd. Siple, P. \$1.75 Putnam
Boy scout with the Sea Devil. Martin, D. R. \$1.75 Putnam
Boy scouts on the Oregon trail. (Boys' book by boys) il. \$1.75 Putnam
Boy scouts' year book, 1930. Mathews, F. K., ed. \$2.50 Appleton
Boy today. Abbott, M. A. \$2 Revell
Boy who loved freedom (Thomas Jefferson). Wade, M. H. \$1.75 Appleton
Boyd, Bertha W. Rag-doll Jane. il. \$1 Saalfeld
Boys and Sally. Knox, R. B. \$2 Doubleday, Doran
Boys' book of Annapolis. Knapp, G. L. \$2 Dodd, M.
Boys' book of sea mysteries. O'Donnell, E. \$2 Dodd, M.
Boys books by boys. ea. \$1.75 Putnam
New titles: Siple, P., Boy scout with Byrd—Oliver, D., Boy scout in the Grand Cavern—Washburn, B., Bradford on Mt. Fairweather—Crichton, C., Frozen in—Boy scouts on the Oregon trail.
Boy's Genghis Khan. Lamb, H. \$2.50 McBride
Boys' life of Herbert Hoover. Charnley, M. V. \$2 Harper
Boy's story of Abraham Lincoln. Long, J. D. \$2.50 Revell
Bradford on Mount Fairweather. Washburn, B. \$1.75 Putnam
Brady, Muriel. Genevieve Gertrude. (Juveniles of distinction) \$1 Grosset & D.
Brann, Esther. Lupe goes to school. Il. by the author. \$2 Macmillan
Brann, Esther, (il.) See also Albert, Edna.
Brass knuckles. O'Brien, R. J. \$1.25 Benziger Bros.
Brewbaker, Charles W. Adventurous youth. \$1.25 Revell
Bridges, T. C. Luck or pluck. \$1 Warne
Bridging the seven seas. Langley, J. P. 50 c. Barse
Brisley, Joyce Lankester. Lambs'—tails and suchlike. Il. by the author. \$1.50 McKay
Bristles Bird T. W. \$2 Little, B.
Brock, Emma. To market to market. Col. il. by author. \$1.75 Knopf

- Brock, Emma.** (il.) *See also* Hoffmann, E. T. A.; Davis, Mary Gould.
- Brock, H. M.** (il.) *See* Drinkwater, John.
- Bromhall, Winifred.** (il.) *See* Verdery, Katherine.
- Brooke, Leslie.** (il.) *See* Charles, Robert H.
- Brooks, Walter R.** More to and again. Il. by Kurt Wiese. \$2 Knopf
- Broughton, Philip.** Pandy. Col. il. by Maginel Wright Barney. (Sunny book ser.) 65 c. Volland
- Brown, Neva K.** Uncle Amos puppet show. Col. il. by the author. \$1.25 Doubleday, Doran
- Brown, Neva K.** (il.) *See also* Shannon, Monica.
- Browne, G. B.** Unknown Indian. Il. by D. I. Vernon. \$1.50 Whitman
- Browne, G. W.** Real legends of New England. Il. by Alexander Key. (Tercentenary ed.) \$1.50 Whitman
- Brower family.** Heath, I. 75 c. Warne
- Bruere, Martha Bensley.** Sparky-for-short. 83 il. by the author. \$2 Coward-McCann
- Bryant, Lorinda Munson.** Children's book of religious pictures. 50 il. \$2.50 Century
- Builders of empire.** Darrow, F. L. \$2.50 Longmans
- Bull, Charles Livingston.** (il.) *See* Darling, Esther Birdsall; Annixter, Paul; Chaffee, Allen
- Bullard, Marion.** Enchanted button. Il. by the author. \$2 Dutton
- Burgheim, Fannie Louise.** First circus. 60 c. Platt & Munk
- Burmese cousin, Our little.** Winlow, A. C. \$1 Page
- Burroughes, Dorothy.** Amazing adventures of little brown bear. 40 il. by the author. \$1.25 Harper
- Burtis, Thomson.** Haunted airways. Col. frontis. by Frank Dobias. \$2 Doubleday, Doran
- Cadet sergeant.** Fuller, S. R., Jr. \$2 Lothrop, L. & S.
- Call of the Rio Bravo.** Bailey, A. E. \$2 Little, B.
- Calvin, Jack.** Fisherman 28. 5 il. (pt. col.) by Mahlon Blaine. \$2 Little, B.
- Campfire boys ser.** *See* Hoover, Latharo.
- Camping and scouting lore.** Townsend, A. \$3 Harper
- Canary village.** Gawthorpe, G. B. \$1 Stokes
- Candidate for the line.** Barbour, R. H. Appleton
- Canterbury tales for children.** Chaucer's Farjeon, E. \$3 (?) Cape & Smith
- Capper cousins at the fair.** Carroll, A. L. \$1 Sears
- Cardigan.** Chambers, R. W. \$2.50 Harper
- Carpenter, Frances.** Tales of a Basque grandmother. Col. il. by Pedro Garmendia. \$3.50 Doubleday, Doran
- Carrick, Valery.** Animal picture tales from Russia. 72 il. by the author. \$1.50 Stokes
- Carroll, Alice Lee.** Capper cousins at the fair. il. \$1 Sears
- Carroll, Gladys Hasty.** Land spell. il. \$2 Macmillan
- Carter, Russell Gordon.** King's spurs. 7 il. (pt. col.) by Leo O'Donnell. \$2 Little, B.
- Carter, Russell Gordon.** Patriot lad of old Rhode Island. il. \$1.50 Penn
- Carus, Helena.** Metten of Tyre. Il. by Vera Bock. \$2 Doubleday, Doran
- Caswell, Annie Gray.** Susann of Sandy Point. Il. by Anne Merriman Peck. \$2 Longmans
- Cat school.** Marshall, F. 60 c. McKay
- Cat who went to heaven.** Coatsworth, E. \$2.50 Macmillan
- Cavanah, Frances.** Children of America. il. 50 c. T. S. Rockwell
- Chaffee, Allen.** Twinkly eyes, the little black bear. Il. by Charles Livingstone Bull and Peter Da Ru. \$2 Milton Bradley
- Chaffee, Allen.** Wild Folk. Il. by Charles Livingstone Bull and Peter Da Ru. \$1.75 Milton Bradley
- Chamberlin, Ethel Clere.** Amazing adventures of Kermit the hermit crab. Il. by the author. \$1.50 Sully
- Chamberlin, Ethel Clere.** Romance of Old Glory. Col. il. by Harold M. Brett. \$2.50 Sully
- Chambers, Robert W.** Cardigan. Il. (pt. col.) by Henry C. Pitz. (Harper Junior Classics). \$2.50 Harper
- Chang of the Siamese jungle.** Morse, E. \$2.50 Dutton
- Charlemonte crest.** Seaman, A. H. \$2 Doubleday, Doran
- Charles, Robert H.** Roundabout turn. Il. by Leslie Brooke. \$1.50 Warne
- Charlie Chaplin's parade.** Gold, M. \$1.75 (?) Harcourt
- Charnley, Mitchell V.** Boys' life of Herbert Hoover. il. (photo.) \$2 Harper
- Chase, Mary Ellen.** Silver shell. 4 il. by Helen B. Evers. \$2 Holt
- Chatterton, E. Keble.** Sky riders. 4 il. \$1.75 Lippincott
- Chaucer's Canterbury tales for children.** Farjeon, E. \$3 (?) Cape and Smith
- Cheer leader.** Pier, A. S. \$2 Penn
- Cherry pit.** Hauck, P. \$1.50 Bobbs-M.
- Chicken little.** Garthwaite, J. 75 c. Harper
- Chidsey, Alan Lake.** Rustam, Lion of Persia. Il. (pt. col.) by Lois Lenski. \$2.50 Minton, B.
- Children of America.** Cavanah, F. 50 c. T. S. Rockwell
- Children of Holland.** Kiner, G. 50 c. T. S. Rockwell
- Children of the New Forest.** Marryat, Capt. \$1.75 Macmillan
- Children's annual, Blackie's.** Col. il. \$1.50 Barse
- Children's book of religious pictures.** Bryant, L. M. \$2.50 Century
- Children's bookshelf.** il. ea. \$1.25 Winston
- New titles: Swift, J.** Gulliver's travels—Hawthorne, N. Wonder book and Tanglewood tales, i v.
- Children's classics, Macmillan's.** *See* Macmillan's children's classics.
- Children's play-hour book: 4th hour.** Southwold, S., ed. \$2 Longmans

- Child's garden of verses. Stevenson, R. L. \$2 Charles E. Graham
 Child's garden of verses. Stevenson, R. L. \$2 Saalfeld
 Chinese bandits, Ten weeks with the. Howard, H. J. \$2 Dodd, M.
 Christine. Lawrence, J. \$1.50 Cupples
 Christmas plays, Three. Nichols, D. \$1.50 Walter V. McKee
 Christmas stories for children, Book of. Walters, M. O., ed. \$2.50 Dodd, M.
 Churchill, Winston. The crossing. Il. by John Rae. (Green and blue lib.) \$1.75 Macmillan
 Circus babies. Gale, E. \$2 Rand McN.
 Clark, Elizabeth. Stories to tell and how to tell them. \$1.25 McKay
 Clarke, Harry. (il.) See Andersen, Hans C.
 Claudy, Carl H. Beginner's book of model airplanes. Il. by James T. Berryman. \$1.75 Bobbs-M.
 Clément, Marguerite. All the world is colour. Col. il. by Mr. and Mrs. Pierre L'Hardy. \$4 Farrar & R.
 Cliff Island mystery. Bartlett, P. A. \$1 Barse
 Coatsworth, Elizabeth. Cat who went to heaven. Il. by Lynd Ward. \$2.50 Macmillan
 Cobb, Bertha B. and Ernest. André. 26 il. \$1.75 Putnam
 Collodi, C. Adventures of Pinocchio. Trans. by Angelo Patri. Il. by Mary Liddell. \$2 Doubleday, Doran
 Collodi, C. Pinocchio. 10 col. il. by Jack Tinker. \$2.50 Lippincott
 Colorado into Mexico, Down the. North, M. R. \$1.75 Putnam
 Colt, Terry Strickland. Knights, goats and battleships. Il. (pt. col.) by Marjorie Flack. \$2 Doubleday, Doran
 Come along. Berger, J. \$2 Houghton, M.
 Companion ser. il. ea. \$1 Saalfeld
 New titles: Hawthorne, N. Wonder-book—Defoe, D. Robinson Crusoe—Sewell, A. Black Beauty.
 Complete Stalky & Co. Kipling, R. \$2.50 Doubleday, Doran
 Comrades of the clouds. Erskine, L. Y. \$2 Appleton
 Conqueror of the highroad. McAlister, H. 60 c. Saalfeld
 Conrad, Joseph. Sea tales. (Windmill Bks.) \$1 Doubleday, Doran
 Cooke, Edna. (il.) Mother Goose rhymes. \$1.25 Cupples
 Coolidge, Susan. What Katy did next. 5 col. il. by R. P. Coleman. (Beacon Hill bookshelf). \$2 Little, B.
 Coppard, A. E. Pink furniture. il. \$2.50 (?) Cape & Smith
 Copper Coleson's ghost. Hendrick, E. P. \$1.75 Page
 Coral Island. Wilder, I. 50 c. T. S. Rockwell
 Country of thirty-six thousand wishes. Maurois, A. \$2.50 Appleton
 Couriers of the clouds. Shenton, E. \$2.50 Macrae Smith
 Cowboy. Santee, R. \$1 Grosset & D.
 Cox, S. Harry's newspaper. Il. by W. G. Smythe. \$1.50 Whitman
 Craine, E. J. and Mosley, L. H. Lake. Fairway bell. Il. by Richard Rodgers. \$2 Duffield
 Crawford, Helen Coale. The blot: Little city cat. Il. by Holling C. Holling. \$2 (?) Cape & Smith
 Crew, Helen Coale. Singing seamen. il. \$1.75 Century
 Crichton, Clarke. Frozen in. 23 il. (Boys' books by boys) \$1.75 Putnam
 Crossing, The. Churchill, W. \$1.75 Macmillan
 Crownfield, Gertrude. Freedom's daughter. Il. by Agnes C. Lehman. \$2 Dutton
 Curtis, Alice Turner. Frontier girl of Massachusetts. il. \$2 Penn
 Curtis, Alice Turner. Little maid of New Orleans; Yankee girl at Richmond. il. ea. \$1.50 Penn
 Dalglish, Alice. Little wooden farmer. Il. by Theodora Baumeister. \$1 Macmillan
 Dame Wiggins of Lee and her seven wonderful cats. Ruskin, J. 60 c. McKay
 Damon, S. Foster. Day after Christmas. Il. (pt. col.) by Vera Bock. \$2 A. & C. Boni
 Daniel, Hawthorne. Peggy of old Annapolis. 6 il. by H. C. Holberg. \$2 Coward-McCann
 Daniel, Hawthorne. Shadow of the sword. Il. by Emile Verpilleux. \$2.50 Macmillan
 Dante's wonderful dream. Dyott, C. M. \$1 Samuel R. Leland
 Darby, Ada Claire. Hickory-goody. 7 il. (pt. col.) by Grace Gilkison. \$1.75 Stokes
 Daring deeds of Elizabethan heroes. Gilliat, E. \$2.50 Lippincott
 Dark star of Itza. Malkus, A. S. \$2.50 (?) Harcourt
 Darling, Esther Birdsall. Navarre of the North. Frontis by Charles Livingston Bull. \$2 Doubleday, Doran
 Darrow, Floyd L. Builders of empire. 31 il. \$2.50 Longmans
 Daugherty, James. (il.) See Benét, Stephen Vincent; Irving. Washington; Quiller-Couch, Arthur; Sandburg, Carl; Stowe, H. B.; White, S. E.
 D'Aulaire, Edgar Parin. (il.) See Mukerji, Dhan, G.; Matheson, John.
 Daulton, Agnes McClelland. Green gate. (Juveniles of distinction) \$1 Grosset & D.
 Dauntless company. Holland, R. S. \$1.75 Century
 Davis, Edith Vezolles. One girl's way. Il. by John Goss. \$2 Lothrop, L. & S.
 Davis, Mary Gould. comp. Baker's dozen. Il. by Emma Brock. \$2 (?) Harcourt
 Davis, Mary Lee. Alaska, the great bear's cub. \$2 Wilde
 Davis, Mary Lee. Uncle Sam's attic: the intimate story of Alaska. 54 il. \$3.50 Wilde
 Davy Jones's locker. Fulton, R. \$1 Doubleday, Doran
 Day after Christmas. Damon, S. F. \$2 A. & C. Boni
 Defoe, Daniel. Robinson Crusoe. il. (Companion ser.) \$1 Saalfeld

- DeHuff, Elizabeth Willis.** Five little Katchinas. Il. by Fred Kabotie. \$1.75
Houghton, M.
- De La Mare, Walter.** Poems for children. Lim. ed. \$10; \$2.50 (?) Holt
- Demaison, André.** Beasts called wild. Il. (pt. col.) by André Durenceau. \$3.50
Farrar & R.
- Derry of Totem Creek.** Evans, H. \$2.50
Dodd, M.
- de Ségur, Comtesse Sophie.** Princess Rosette. Il. by Ben Kutcher. \$2.50
Macrae Smith
- Detective stories for boys.** Neale, A., ed. \$1.50
Clode
- Dialogue and folk lore ser.** il. ea. 60c.
McKay
- Titles: Ruskin, J. Dame Wiggins of Lee and her seven wonderful cats—Pratt, M. L., ed., Aesop's fables—Marshall, F., Nixie well, the goat and the troll; Cat school.
- Diamond, Lucy.** When He was just a little child. Il. by Constance Grant. \$1.25
Oxford
- Diaz, Mrs. Abby Morton.** Polly Cologne. New ed. Il. by "Boz." \$2
Lothrop, L. & S.
- Diaz, Mrs. Abby Morton.** William Henry letters. New ed. il. \$2 Lothrop, L. & S.
- Dickens, Charles.** Old curiosity shop. 16 col. il. (International Classics) \$2
Dodd, M.
- Dickens, Charles.** Oliver Twist. (Golden-books ser.) Col. il. \$1.50
McKay
- Diggle, E. G.** Romance of a modern liner. il. \$2.50
Oxford
- Dillingham, Elizabeth Thompson.** Rabbit windmill, il. (pt. col.) \$2
Winston
- Dino of the golden boxes.** Olcott, V. \$1.75
Stokes
- Dobias, Frank.** (il.) See Burtis, Thomson; McNamara, John; Walker, Joseph; Whitfield, Raoul.
- Dombrowski, Baroness Katrina von.** See K. O. S.
- Donahey, Mary Dickerson.** Tavern of folly. Col. frontis. by Paul Galdon. \$2
Doubleday, Doran
- Donald Price's victory.** Wyman, L. P. 50c.
Burt
- Down the Colorado into Mexico.** North, M. R. \$1.75
Putnam
- Drinkwater, John.** More about me. Il. by H. M. Brock. \$2
Houghton, M.
- DuChaillu, Paul.** King Mombo. Land of the long night. World of the great forest. In African forest and jungle. il. New eds. ea. \$2.50
Scribner
- Duck and its friends.** White, F. \$1.25
Oxford
- Dulac, Edmund.** (il.) See Andersen, Hans.
- Dumas, Alexandre.** Nutcracker of Nuremberg. 24 il. by Else Hasselriis. \$2.50
McBride
- Dumas, Alexandre.** Three musketeers. (Goldenbooks ser.) col. il. \$1.50
McKay
- Dwarfs' railway.** Sixtus, A. \$1.50
Longmans
- Dyott, Caroline M.** Dante's wonderful dream. il. \$1
Samuel R. Leland
- Eagle's nest.** Harrington, I. \$1
Macmillan
- Early moon.** Sandburg, C. \$2.50 (?)
Harcourt
- East bound air mail.** Wright, P. L. 50c.
Barse
- East of the sun and west of the moon.** Nielsen, K. il. \$2.50
Doubleday, Doran
- East south east.** Morley, F. V. \$2.50 (?)
Harcourt
- Edwards, Lionel.** (il.) See Gorse, Golden.
- Eight cousins.** Alcott, L. 60c.
Saalfield
- Eipper, Paul.** Animal children. 32 il. by Hedda Walther. \$2
Viking
- Ellis, Griffith Ogden, intro.** American boy adventure stories. (Windmill Bks.) \$1
Doubleday, Doran
- Ellsberg, Edward.** Thirty fathoms deep. il. \$2
Dodd, M.
- Elsie books.** See Finley, Martha.
- Elsie-Jean.** Adventures of Fairy Tinkle Toes. Il. by Erik Franz. \$1.25
Sully
- Emerson, Alice B.** Betty Gordon at mystery farm. 50c.
Cupples
- Emerson, Caroline D.** Mr. Nip and Mr. Tuck. Il. by Lois Lenski. \$2.50
Dutton
- Emil and the detectives.** Kaestner, E. \$2
Doubleday, Doran
- Enchanted button.** Bullard, M. \$2
Dutton
- Enright, Elizabeth.** (il.) See King, Marian.
- Erskine, Laurie York.** Comrades of the clouds. il. \$2
Appleton
- Etiquette for boys and girls.** Bonner, M. G. \$1
McLoughlin
- Evans, Hubert.** Derry of Totem Creek. il. \$2.50
Dodd, M.
- Evans, Lawton B.** With pack and saddle. Il. by R. A. Ewing. \$1.75
Milton Bradley
- Every child's lib.** ea. 60c.
Saalfield
- Titles: Hawthorne, N. Tanglewood tales—Alcott, L. Eight cousins.
- Everyday games book.** Alexander, V. C. \$1.50
Lippincott
- Ewing, Juliana H.** Three Christmas trees. Il. by Pamela Bianco. \$1.75
Macmillan
- Eyes in the dark.** Bird, Z. \$1.75
Revell
- Fairway bell.** Craine, E. J. \$2
Duffield
- Fairy tales.** Andersen, H. C. \$3.50
Brentano's
- Fairy tales, Andersen's.** Osborne, M. O., ed. \$3.50
Penn
- Fairy tales from Baltic shores.** Mutt, E. \$3.50
Penn
- Fairy tales of modern Greece.** Gianakoulis, T. P. \$2.50
Dutton
- Fairyland story book.** \$1
Altamus
- Falls, C. B.** Modern A. B. C. Col. il. by the author. \$2
John Day
- Famous events in American history.** McFee, I. N. \$2
Crowell
- Famous rhymes Mother Goose.** Piper, W. \$1.25
Platt & Munk
- Farjeon, Eleanor.** Chaucer's Canterbury tales for children. Il. by W. Russell Flint. \$3 (?)
Cape & Smith
- Farjeon, Eleanor.** Tale of Tom Tiddler. 27 il. by Norman Tealby. \$2
Stokes
- Farnsworth, Frances Joyce.** Mrs. Humming Bird's double. \$1
Abingdon
- Ferris, Helen.** When I was a girl. il. \$2.50
Macmillan

- Field, Eugene.** Sugar-plum tree and other verses. il. (12 col.) \$1 Saalfeld
- Field, Kathleen.** Yellow bird. Il. by Harrie Wood. \$2.50 Oxford
- Field, Rachel.** Patchwork plays. Il. by the author. \$1.25 Doubleday, Doran
- Field, Rachel.** Pointed people. Il. by the author. New ed. \$1.25 Macmillan
- Fielding, Loraine Hornaday.** French heels to spurs. il. \$2.50 Century
- Fifty pictures to color.** 60 c. Morrow
- Finders keepers.** Rankin, C. W. il. \$1.75 (?) Holt
- Finger, Charles J.** David Livingstone. (Windmill Bks.) \$1 Doubleday, Doran
- Finger, Charles J.** Tales from silver lands. Il. col. woodcuts by Paul Honoré. (Junior Lib.) \$2.50 Doubleday, Doran
- Finley, Jean.** Blue Domers ser. ea. 50 c. Burt
- Titles: Blue Domers' nest—And the hidden shanty.
- Finley, Martha.** Elsie books. ea. 50 c. Burt
- New titles: Elsie's girhood—Elsie's womanhood.
- Fireside poems.** Hutchinson, V. S., ed. \$2.50 Minton, B.
- First circus.** Burgheim, F. L. 60 c. Platt & Munk
- First picture book.** Martin, M. S. \$2 (?) Harcourt
- Fish, Helen Dean.** When the root children wake up. Col. il. by Sibylle v. Olfers. \$1.50 Stokes
- Fisherman 28.** Calvin, J. \$2 Little, B.
- "Fisherman" under the southern cross.** Grey, R. \$2 Harper
- Fittler, Mary Biddle.** "Kid." Il. by Enos B. Comstock. \$2 Harper
- Five children.** Nesbit, E. \$3 Coward-McCann
- Five little Katchinas.** DeHuff, E. W. \$1.75 Houghton, M.
- Five little Martins and the Martin house.** Van Buren, C. \$2 (?) Marshall Jones
- Flack, Marjorie.** Angus and the ducks. Col. il. by the author. \$1 Doubleday, Doran
- Flack, Marjorie (il.).** See also Colt, T. S.
- Flaming river.** McAlister, H. 60 c. Saalfeld
- Fletcher, J. S.** Anthony Everton. \$1.50 Clode
- Flight of the silver ship.** McAlister, H. 60 c. Saalfeld
- Flint, W. Russell, (il.).** See Farjeon, E.
- Floating island.** Parrish, A. \$3 Harper
- Fly, Grow up to.** George, L. \$2.50 McBride
- Flying reporter.** Theiss, L. E. \$1.75 Wilde
- Flying stories.** ea. 50 c. Grosset & D.
- Titles: Rex Lee: aerial acrobat—Ted Scott: flying to the rescue—Andy Lane: the plane without a pilot.
- Folk tales of a savage.** Lobagola. \$2 Knopf
- Folk tales of all nations.** Lee, F. H., ed. \$3 Coward-McCann
- Fontany, Elena.** Other worlds than this, (astronomy.) il. (Story of the world.) \$1.25 T. S. Rockwell
- Ford, Alexander.** Robin Hood, Earl of Huntington. 20 il. 50 c. T. S. Rockwell
- Forest party.** Moe, L. \$2 Coward-McCann
- Fork in the road.** Price, E. B. \$2 Century
- Forty years on the Labrador.** Hayes, E. \$1.25 Revell
- Four little Blossoms indoors and out.** Hawley, M. C. 50 c. Cupples
- Fox, Frances Margaret.** Magic canoe. \$1.50 Laidlaw
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Whitney, Elinor. Timothy and the blue cart. 15 il. (pt. col.) by Berta and Elmer Hader. \$1.50 Stokes
Why the bee is busy. Purnell, J. \$1.75 Macmillan
Wicksteed, Hilda M. Jerry and grandpa. col. il. \$1.50 Crowell
Wiese, Kurt. Liang and Lo. Col. il. by the author. \$1.50 Doubleday, Doran
Wiese, Kurt. Wallie the walrus. 30 il. (pt. col.) by the author. \$1.50 Coward-McCann
Wiese, Kurt, (il.) See also Bond, Carrie J.; Brooks, Walter, R.; Harper, Theodore.; Ossendowski, F.; Peary, Marie A.; Weber, L. M.
Wiggin, Kate Douglas. Mother Carey's chickens. Il. by Elizabeth Shippen Green. (Riverside Bookshelf) \$2 Houghton, M.
Wild folk. Chaffee, A. \$1.75 Minton Bradley
Wilder, Ira. Coral Island. 50 c. T. S. Rockwell
Wilderness ways. Annixter, P. \$3 Penn
Willard, Frank. Moon Mullins big book. 75 c. Cupples
William Henry letters. Diaz, Mrs. A. M. \$2 Lothrop, L. & S.
Williamson, Hamilton. Little elephant; Baby Bear. Col. il. by Berta and Elmer Hader. ea. 75 c. Doubleday, Doran
Williamson, Julia. Stars through magic case-ments. il. \$2 Appleton
Williamson, Thames. Opening Davy Jones's locker. 30 il. by Hubert Rogers. \$2 Houghton, M.
Wilson, Marjorie. Twin umbrellas. Il. by Mary Ball. \$1.75 Houghton M.
Windblown stories. Owen, E. and F. \$2 Abingdon
Windmill Books. ea. \$1 Doubleday, Doran
 New titles: Conrad, J. Sea tales—Ellis, G. O., (Intro.) American boy adventure stories—Fulton, R. Davy Jones's Locker—Finger, C. J. David Livingstone.
Windy shore. Price, M. E. \$2.50 Harper
Wings around the world. Koenig-Warthausen, Von. \$1.75 Putnam
Wings of gold. Whitfield, R. \$2 Penn
Winlow, Anna C. Our little Burmese cousin. il. (Little cousin ser.) \$1 Page
Winton, Elizabeth. Grandmother's doll. il. \$2 (?) Duffield
Wire, Harold Channing. Witness tree. col. il. \$2 Crowell
Wirries, Mary Mabel. Mary Rose at Friendville. \$1 Benziger Bros.
Witch's maiden. Tyrrell, M. L. \$2 Harper

- With pack and saddle. Evans, L. B. \$1.75
Milton Bradley
- With Pershing at the front. Kay, R. 50 c.
Barse
- Witness tree. Wire, H. C. \$2 Crowell
- Wonder book and Tanglewood tales. Hawthorne, N. \$1.25 Winston
- Wonder book, Hawthorne's. Hawthorne, N. \$2.50 Doubleday, Doran
- Wonder book. Hawthorne, N. \$1 Saalfeld
- Wonder tales from goblin hills. Olcott, F. J. \$2 Longmans
- Wonderful adventures of Nils. Lagerlof, S. \$2.50 Doubleday, Doran
- Wonderful adventures of Nils. Lagerlof, S. \$1 Grosset & D.
- Wonderful story of industry. Baker, E. F. \$2.50 Crowell
- Wood, Harrie (il.).** See Field, Kathleen; Pease, Howard; Wood, Marni.
- Wood, Marni and Harrie.** Something perfectly silly. 30 col. il. by Harrie Wood. \$2.50 Knopf
- World of animals. Stephenson, M. B. \$1.25 T. S. Rockwell
- World of the great forest. DuChaillu, P. \$2.50 Scribner
- World's moods. Heile, M. \$1.25 T. S. Rockwell
- Wright, Isa L.** Having fun. Col. il. by Hildegard Woodward. \$1.25 Houghton, M.
- Wright, Philip Lee.** Air pilot ser. ea. 50 c. Barse

New titles: East bound air mail—Air express holdup.

Wyckoff, Capwell. Mercer boys as first classmen. 50 c. Burt

Wyckoff, Capwell. Secret of the armor room. (Mystery and adventure ser. for boys.) 50 c. Burt

Wyeth, N. C., (il.) See Rollins, P. A.

Wyman, L. P. Donald Price's victory. (Mystery and adv. ser. for boys) 50 c. Burt

Wyman, L. P. Hunniwell boys ser. ea. 50 c. Burt

New titles: Hunniwell boys in the Gobi desert—In the Caribbean.

Wynkies, The. 4 little animal books for Christmas. 50 c. Charles E. Graham

Yankee girl at Richmond. Curtis, A. T. \$1.50 Penn

Yellow bird. Field, K. \$2.50 Oxford

Yermak the conqueror. Krassnoff, P. N. \$2 Duffield

York, Alice. Medieval map of East and West. Drawn by Edy Le Grand. col. \$2 John Day

Youmans, Eleanor. Teddy horse. Il. by Ruth King. \$1.50 Bobbs-M.

Young, Clarence. Motor boys ser. ea. 50 c. Cupples

New titles: Motor boys after a fortune —Motor boys on the border—Motor boys under the sea.

Young birdmen up the Amazon. Russell, K. \$1 Sears

Young volunteer at New Orleans. Knapp, G. L. \$2 Dodd, M.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

SOME of the most important books in this Weekly Record are new editions and reprints. "The Well of Loneliness" by Radclyffe Hall, which sold so well at a higher price is now re-published at \$2. Hudson's "The Purple Land," a bookstore perennial appears in a newly illustrated gift edition. One of the earlier books of André Maurois, whose name always commands attention, also appears in a new edition, with an introduction by Brand Whitlock. "Maurice Guest," the first novel by H. H. Richardson, author of "Ultima Thule," and the one which many critics call her best, now appears under the Norton imprint. "The History of British Civilization" is a one-volume edition of Wingfield-Stratford's important work. The first of a new series of non-fiction reprints at \$1, the Blue Ribbon Books, is listed this week. It is the popular "Black Majesty" by Vandercook. The other fourteen volumes issued upon the same date will be listed in the next Weekly Record, of September 6th. September 5th is, by the way, the day which a number of publishers have chosen for the appearance of important new books. Numbers of the first fall crop are waiting now on our shelves for entry next week.

Not that this week has not brought its quota of interesting material for the bookstores. New fiction is listed under Merrick, Dawson, Lovelace, and Panferov. The last named is the author of a novel of peasant life in Russia; and Russia is the topic of two very different non-fiction

books, "Twice Born in Russia," by Petrova, a Russian aristocrat's story of her experiences before, during and after the Revolution, and "Memories of Lenin" by his wife, Nadezhda Krupskaya. "The Inner History of the Chinese Revolution" is another important contribution to modern history, listed under Leang-Li. Not in the political vein, but full of interesting experiences in far lands, are "Forest Adventures and Life in the Malay Archipelago" by Mjöberg, and "South America" by Rothery.

The bookseller will not neglect such outstanding volumes of biography and history of the week as: "Madame de Maintenon" by Cruttwell "Studies in the Italian Renaissance" by Vaughan; Vladimirtsov's "The Life of Chingis Khan," who has been attracting the attention of biographers of late; "The Old China Trade," by Dulles, a fascinating study of the Yankee traders and their ships: and modern portraits of famous people, "Contemporary Immortals" by Archibald Henderson, noted for his life of Bernard Shaw.

Flying is one of the predominant subjects in the modern mind, so that these three new volumes are welcome. See Elm, "Manual of Flight"; Harper, "The Evolution of the Flying Machine"; and, for young people, "Grow Up to Fly," by George. Among the other excellent juveniles of this week are "Everyday Doings of Insects" by Cheesman; "Sir Bob" by Madariaga, illustrated by Lynd Ward; "Mountains Are Free" by Adams; and "Charlie Chaplin's Parade," by Gold.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of August 30th, 1930

Adams, Mrs. Julia Davis

Mountains are free; tr by Theodore Nadejen. 260p. (bibl.) il. O [c.'30] N. Y., Dutton \$2.50

The story of a Swiss boy at the time when his people were trying to escape from Austrian rule under the leadership of William Tell. For children from 10 to 15.

Aldredge, Edna M., and McKee, Jessie Fulton

Playtime hours; handwork and stories; bks. 1 and 2 128p.; 95p. il. (pt. col.), map Q c.'30 Cleveland, O., Harter Pub. Co., 2046 E. 71st St. \$1 ea.

Instructive amusement for boys and girls, drawing games, cutouts, etc. Book 1 is for children from 6 to 7, Book 2, from 7 to 8.

Ammers-Küller, Jo van

Jenny Heysten's career; tr. by H. van Wyhe. 260p. D [c.'30] N. Y., Dutton \$2.50

Jenny Heysten is a little Dutch actress, who confuses her rôles on the stage with her life off of it.

Atkins, Elizabeth Howard

The pot of gold. 164p. il. (pt. col.) O c. N. Y., Stokes \$2

Six new fairy tales.

Ayres, Ruby Mildred [Mrs. Reginald Pocock]

In the day's march. 299p. D c. Garden City, N. Y., Doubleday, Doran \$1

Left penniless upon the death of her father, Jan sails for Africa to marry a man she does not love, and on the boat meets one she does.

Bacon, Benjamin Wisner

Jesus, the Son of God. 162p. D (Kent Shaffer memorial lectures, 1930) [c.'30] N. Y., Holt \$1.50

The growth of the biblical records from which we get our knowledge of Jesus.

Baker, Willard F.

The boy ranchers in Terror Canyon, or, Diamond X winning out. 224p. front. D (Boy ranchers ser.) [c.'30] N. Y., Cupples & Leon 50c.

Banning, Mrs. Margaret Culkin

Money of her own. 327p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Candidate for the line. 277p. il. D c. N. Y., Appleton \$2

A story of sport in a boys' preparatory school where professional athletes cause a conflict with the ideals of the school.

Barton, May Hollis

The search for Peggy Ann, or, A mystery of the flood. 224p. front. D [c.'30] N. Y., Cupples & Leon 50 c.

Bateman, Oliver W., and Ulery, Cloyce Benjamin, eds.

The American home library; a book of interesting and useful information for home and school. 704p. il. maps. diagrs. O [c.'30] Steubenville, O., Union Pub. House \$5.50-\$7.50

Bennet, Robert Ames

The tenderfoot. 361p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Benson, Therese, pseud.

The unknown daughter. 323p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Big business girl; by one of them. 286p. D [c.'30] N. Y., Farrar & Rinehart \$1

A novel telling how a college girl "gets by" in business. Claire Mac Intyre, fresh from the state university, descends upon the dry-cleaning "racket" in Chicago.

Bindloss, Harold

Mystery reef. 334p. D (Copyright fiction) [c.'28] N. Y., Burt 75c.

Bonavia, F.

Verdi. 170p. O '30 N. Y., Oxford \$3

Bornier, Henri, vicomte de

La fille de Roland. 112p. il. S (Dent's treasuries of French lit.) ['30] [N. Y., Dutton] 70 c.

Botkin, Glielb Evgenevich

The Baron's fancy. 308p. D c. Garden City, N. Y., Doubleday, Doran \$1

Max, a Russian Baron, escapes the Bolsheviks by coming to New York, only to become entangled with a Duchess and at the same time falling in love with an American girl.

Bowden, Witt

The industrial history of the United States. 521p. (2p. bibl.) D [c.'30] N. Y., Adelphi Co. \$4

The author is assistant professor of history in the University of Pennsylvania.

Bowen, Olwen

A terrier's tale. 82p. il. D c. N. Y., McBride \$1.50

An old sheep dog introduces Mr. Woggins, the terrier to the delights of a summer holiday on an English coastal island. For children.

Briggs, Dennis Brook

A first year practical chemistry. 82p. diagrs. D (Dent's modern science ser.) ['30] [N. Y., Dutton] 50 c.

Bühler, Charlotte

The first year of life; tr. by Pearl Greenberg and Rowena Ripin. 291p. (2p. bibl.) diagrs. O [c.'30] N. Y., John Day \$3.50

A leading child psychologist presents the results of many tests on the normal development of children in their first twelve months.

Adler, Alfred

The individual criminal and his cure; an address. 18p. O '30 N. Y., Nat'l. Committee on Prisons & Prison Labor, 250 W. 57th St. pap. apply

Brockman, E. P.

Congenital club-foot. 118p. il. O '30 N. Y., Wm. Wood \$4

Broughton, Philip

Pandy. 40p. il. (col.) D (Volland sunny b'ks.) [c.'30] Joliet, Ill., Volland apply

Brown, W. Langdon, M.D.

Physiological principles in treatment; new 6th ed. 474p. D '30 N. Y., Wm. Wood \$3.75

Burnham, Smith

Hero tales from history [rev. ed.]. 404p. il. (pt. col.), maps D [c. '30] Phil., Winston 96c.

Our beginnings in Europe and America [rev. ed.] 398p. (bibls.) il. (pt. col.), maps D [c. '30] Phil., Winston 90c.

Cades, Hazel Rawson

Jobs for girls. 214p. (2p. bibl.) D [c. '28-'30] N. Y., Harcourt \$2

Practical advice for girls on getting and keeping jobs, and the opportunities in various fields.

Carruthers, Sir Joseph

Captain James Cook, R.N., one hundred and fifty years after. 336p. il, map D ['30] N. Y., Dutton \$2.75

An attempt to bring out the greatness of character and achievement of Captain Cook, founder of Australia and discoverer of Hawaii, and to dispel misconceptions about him.

Chamberlin, Ethel Clere

The amazing adventures of Kermit, the Hermit Crab; il. by the author. 121p. il. (col. front.) O [c. '30] N. Y., Sully \$1.50

What happened in the garden at the bottom of the sea when little Hermit Crab decided to find a house of his own.

Characters and observations; an eighteenth century manuscript; foreword by Lord Gorell. 311p. D ['30] N. Y., Stokes bds., \$3.50

A manuscript found in England and signed by A. Pope, and thought to be his maxims and reflections on life.

Charteris, Leslie

The White Rider. 309p. D (Crime club) '30 Garden City, N. Y., Doubleday, Doran \$1

The battle of Scotland Yard against a mysterious criminal called "The White Rider," whose ghostly visits terrorize the little village of Sancreed.

Cheesman, Evelyn

Everyday doings of insects. 244p. il., diags. D '30 N. Y., McBride \$2.50

The life, habits and importance of insects, told for younger readers by the Curator of Insects in the London Zoo.

Chevalier, Louis Jacques Georges

Pascal. 336p. (bibl. footnotes) front. (por.) O '30 N. Y., Longmans \$5

A biography of the life of the great scientist with a careful study of each of his works.

Chisholm, Arthur Murray

Red Bill. 313p. D '30, c. '29 N. Y., Stokes \$2

A romantic story of a young engineer who fought dishonesty in a small town in the lake section along the Canadian border.

Colver, Mrs. Alice Mary Ross

The red-headed goddess. 316p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

Connor, Ralph, pseud. [Charles William Gordon]

The runner; a romance of the Niagaras. 485p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

Cruttwell, Maud

Madame de Maintenon. 420p. (bibl.) il. O ['30] N. Y., Dutton \$5

A biography of the extraordinary woman who became the wife of Louis XV and who, in an age of profligacy, remained almost a fanatical religieuse throughout her life.

Cullum, Ridgwell

The treasure of Big Waters. 315p. D c. Phil., Lippincott \$2

A romance of the North and a strange search for stranger treasure.

Cust, Sir Lionel Henry

King Edward VII and his court; some reminiscences. 300p. il. O ['30] N. Y., Dutton \$3.50

The author was Surveyor of the King's Pictures, Gentleman Usher and personal friend of King Edward VII of England.

Dallmann, William

Peter; life and letters. 232p. il. (pt. col.) O '30 St. Louis, Concordia Pub. House fab. \$3.50

Davies, Rhys

Rings on her fingers. 278p. D [c. '30] N. Y., Harcourt \$2

Edith's marriage to Edgar proved only a momentary solution to her troubles. She had escaped drab poverty, but she still wanted love. A novel with a setting of Welsh town and country.

Dawson, Coningsby William

The auctioning of Mary Angel. 303p. D c. Garden City, N. Y., Doubleday, Doran \$1

Mary Angel is taken from the French convent where she was educated and offered in marriage by her mother to the highest bidder on Fifth Avenue.

Deitrick, Jaquelin

Parade ground. 318p. D c. Garden City, N. Y., Doubleday, Doran \$1

A novel of modern marriage, particularly of Jan and Dickie, who try to stay in love on a second lieutenant's pay.

De La Taille, Maurice

The mystery of faith and human opinion, contrasted and defined. 440p. (bibl. footnotes) O '30 N. Y., Longmans \$5

A simpler version of the author's previous book on the theology of the Mass in modern times.

Douglas, O., pseud. [Anna Buchan]

The day of small things. 312p. D c. Garden City, N. Y., Doubleday, Doran \$1

In a quiet Scotch village a sophisticated young visitor discovers a new way of living and falls in love.

Dulles, Foster Rhea

The old China trade. 228p. (8p. bibl.) il., diagr. O c. Bost., Houghton \$4

The story of the Yankee traders and their ships.

Buenos Aires, metropolis of the southern hemisphere. 26p. il., maps, O (Amer. city ser., no. 1-A) '30 Wash., D. C. [Pan Amer. Union] apply

Bullen

Speculum amantis [verse]. 128p. il. O '30 Wash., D. C., Press of Blue Lion, Earle Bldg. lea. \$15, bxd.

Clark, F. Leslie

Progress tests in American history; teachers hand-b'k. 275p. D [c. '30] N. Y., Scribner pap. 60c.

Cote, R. E.

Mound builders designs. no p. il. (pt. col.) Q [c. '30] Milwaukee, Bruce Pub. Co. pap. portfolio apply

Diagnosis and nature of cancer. 248p. il. O '30 N. Y., Wm. Wood \$4

Driver, George Hibbert

Cape-scapes. 62p. il. (pt. col.) S '30 Bost., Chapple Pub. Co. \$1

Eisenberg, Arthur Alexander, M.D., and Huntly, Mabel F.

Principles of bacteriology; in fifteen lessons; 5th ed. [rev. and enl.] 322p. (bibl.) il., diagrs. D '30, c. '18-'30 St. Louis, C. V. Mosby \$2.75

Elm, Captain Ienar Ewald

Manual of flight. 157p. il., diagrs. O [c. '30] Phil., McKay \$3
The fundamental principles of flying and piloting an airplane.

Emerson, Alice B.

Betty Gordon at mystery farm, or, Strange doings at Rocky Ridge. 224p. front. D (Betty Gordon ser., v. 13) [c. '30] N. Y., Cupples & Leon 50 c.

Erskine, Laurie York

Comrades of the clouds. 262p. il. D '30, c. '29, '30 N. Y., Appleton \$2
A stirring story of the members of a crack flying squadron of the A.E.F.

Evarts, Hal George

Fur brigade; a story of the trappers of the early West. 279p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Federn, Karl

Baron Fritz; tr. by Donald Douglas. 306p. D [c. '30] N. Y., Farrar & Rinehart \$2.50
A novel about a German officer in war-time based upon his actual notes.

Fitler, Mrs. Mary Biddle

"Kid." 299p. il. O c. N. Y., Harper \$2
A story about children in a small American town in which "Reddy" makes his second appearance, this time with his friend, "Kid," from Wyoming.

Fitzkee, Dariel

Professional scenery construction. 128p. il. (pt. col.) D '30 San Francisco, Banner Play Bur. \$2

Flynn, John T.

Investment trusts gone wrong! 276p. (bibl.) D (New Republic's dollar b'ks) c. N. Y., New Republic pap. \$1
An indictment of the present trends and methods of investment trusts—toward the taking of American industry out of the hands of its industrial leaders and putting it into the hands of promoters. Individual trusts are analyzed for the prospective investor.

Gardner, Anne

The love coward. 304p. D (Copyright fiction) [c. '30] N. Y., Burt 75c.

Gauld, H. Drummond

Ghost tales and legends. 184p. D '30 N. Y., Stokes \$1.25
Folk stories gathered by the author in the moorlands of southern Scotland.

Ellis, Willis Arnold

Word ancestry; interesting stories of the origins of English words. 31p. D [c. '30] [Chic., Chic. Daily News] apply

Everly, L. L.

Geography of Minnesota. 40p. il., maps (pt. col.) O (Atwood geography ser.) [c. '30] Bost., Ginn pap. 28 c.

Fisher, William Arms

Ye olde New-England psalm-tunes, 1620-1820, with historical sketch, biographical notes, and hints on performance. 72p. (bibl.) Q [c. '30] Bost., O. Ditson apply

George, Lloyd, and Gilman, James

Grow up to fly. 179p. il., diagrs. O c. N. Y., McBride \$2.50
A book of practical information and preparation for youngsters who are interested in aviation as a career.

Gold, Michael

Charlie Chaplin's parade; il. by O. Soglow. 62p. il. (col.) obl. O [c. '30] N. Y., Harcourt bds. \$1.50

The funny man of the screen in a story-picture book for children. In little Joe Adams' dream, Charlie takes him in the subway to the Mayor's skyscraper and in Lindy's plane to Coney Island.

Goldsmith, Milton [Astra Cielo, pseud.]

Old mother earth and her family; a book of geography for young people. 272p. il., maps D [c. '30] N. Y., Sully \$2
Describing a trip through the United States and around the world.

Goodchild, George

The splendid crime. 312p. D '30 Bost., Houghton \$2
Underworld life in London and Paris is the background of this murder mystery.

Goodwin, William Watson

Greek grammar; rev. by Charles Burton Gullick [3rd ed.] 483p. D [c. '30] [Bost.] Ginn. fab. \$2.40

Gordon, C. G. W.

Gringo. 355p. D c. Garden City, N. Y., Doubleday, Doran \$1
Johnny Bennet, an engineer, and his wife find marriage far more difficult in the mountains of South America than in civilization.

Gordon, Margery, and King, Marie Burnadette, eds.

A magic world; an anthology of poetry. 283p. il. D c. N. Y., Appleton \$2
Poetry for children from Tennyson and Browning to the poets of today, with emphasis upon narrative.

Gray, Harold

Little orphan Annie, never say die. 86p. il. (pt. col.) S (Little orphan Annie ser., no. 5) '30 N. Y., Cupples & Leon bds., 50 c.

Greene, Nancy Lewis

Ye olde Shaker bells. 83p. il. O c. '30 Lexington, Ky., Author, c/o Sayre College \$1.50

A volume that includes a modern romance laid in old Shakertown, Kentucky, a history of the Shakers and a journal of the Shaker settlement at Pleasant Hill, Kentucky, from 1856 to 1865.

Gregor, Elmer Russell

The spotted pony. 242p. il. D c. N. Y., Appleton \$2
A story of Indian scouting and warfare on mountains and plains, for boys.

Fitzwillians, Duncan C. L., M.D.

Radium and cancer. 182p. il. (pt. col.) O '30 N. Y., Wm. Wood \$4.50

Food Research Institute

Japan as a producer and importer of wheat. 27p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 6, no. 8) c. Stanford Univ., Cal., Author pap. \$1

Gary, Helen N.

Latin as Latin; a study guide for reading classes. 112p. '30 Bost., Allyn & Bacon pap. 60 c. looseleaf

Glass, Sister M. Fides

Ballad of the golden squaw. no. p. il. O c. '30 Orrtanna, Adams Co., Pa., Squaw Press pap. 55 c.

Grove
Syn
D '30
Haze,
The
Ohio,

Herbe
Ven
motion
Pub.

Grigs, Mary

Bid her awake. 280p. D c. Bost., Houghton \$2

The story of Susan who walks in the shadow of her sister until love awakens a knowledge of her own power.

Haas, Arthur Erich

The new physics; lectures for laymen and others; 3rd ed. rev. and enl.; tr. by Robert W. Lawson. 183p. diags. D [n.d.] N. Y., Dutton \$2.15

Hall, Radclyffe

The well of loneliness; with a commentary by Havelock Ellis; [cheaper ed.] 506p. O '30, c. '28 N. Y., Covici-Friede \$2

Harper, Harry

The evolution of the flying machine; balloon: airship: aeroplane. 288p. il., diags. O [n.d.] Phil., McKay \$5

Tracing the development of the modern airplane from man's earliest attempts to fly.

Harris, J. A., and others

The measurement of man. 222p. (bibl., bibl. footnotes) il., maps, diags. O (Minn. Sigma Xi lectures) c. Minneapolis, Univ. of Minn. Press \$2.50

Containing "The Measurement of Man in the Mass" by J. Arthur Harris, "Normal and Abnormal Human Types" by Clarence M. Jackson, "Personality and Physique" by Donald G. Paterson, and "The Measurement of the Body in Childhood" by Richard E. Scammon.

Harrison, Bruce

A-100; a mystery story. 249p. D [c. '30] N. Y., Dutton \$2

Three murders in Brooklyn in one night—and all marked with the cryptic sign "A-100." The prize Dutton clue mystery for September.

Hart, Mrs. Frances Newbold Noyes

Hide in the dark. 325p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Hauck, Mrs. Louise Platt

Cherry Pit. 297p. il. D [c. '30] Ind., Bobbs-Merrill \$1.50

Cherry and her three brothers look for hidden treasure in their house to save their father's reputation.

Hawk, John

The house of sudden sleep. 288p. D c. N. Y., Mystery League 50 c.

One by one the dwellers of the Ribblesdale house, in a little American town, are overtaken by a sudden and quiet death.

Henderson, Archibald

Contemporary immortals. 220p. il. (pors.) O c. N. Y., Appleton \$2.50

Sketches of Einstein, Gandhi, Edison, Mussolini, Shaw, Marconi, Jane Addams, Orville Wright, Paderewski, Mme Curie, Ford and Kipling, each a genius in his field.

Hickman, Franklin Simpson

Christian vocation; a study in religious experience. 239p. (bibl. footnotes) D (Belk lectures; 2nd ser.) c. Nashville, Tenn., Cokesbury Press \$2

The part played by religious education in the choice of life work, especially the ministry. By a professor of the psychology of religion in Duke University.

Hiley, W. E.

The economics of forestry. 270p. il. O (Oxford manuals of forestry) '30 N. Y., Oxford \$7

Hinkle, Thomas Clark

Tornado Boy, a horse of the West. 252p. il. D c. N. Y., Morrow \$2

A story of the exciting adventures of a western horse.

Holmyard, Eric John

An introduction to organic chemistry. 293p. il., diags. D '30 [N. Y., Longmans] \$1.75

Horth, A. C.

Beaten metal work. 108p. il. (col. front.), diags. D (Pitman's craft for all ser.) '30 N. Y., Pitman bds. \$1

Hudson, William Henry

The purple land; il. by Keith Henderson [gift ed.]. 368p. O [n.d.] N. Y., Dutton \$5

Hueston, Ethel Powelson [Mrs. E. J. Best]

For Ginger's sake. 317p. D [c. '30] Ind., Bobbs-Merrill \$2

Another story about Ginger-Ella, who starts a Junior Country Club in her little Iowa town, which bars babies, parents and preachers.

Hull, Alexander

Shep of the Painted Hills. 302p. D c. N. Y., Stokes \$2

A novel whose hero is a dog.

Inge, William Ralph, D.D.

The social teaching of the church. 111p. D (Becky social service lecture) [c. '30] N. Y., Abingdon \$1

The Christian attitude toward social and economic questions. By the Dean of St. Paul's Cathedral in London.

James, R. W.

X-ray crystallography. 95p. (bibl.) diags. S (Monographs on physical subjects) [n.d.] N. Y., Dutton \$1.15

Jean, Elsie

Adventures of Fairy Tinkle Toes. 198p. il. D [c. '30] N. Y., Sully \$1.25

Tinkle Toes runs away from her home to visit the green meadows and become acquainted with Grasshopper Green, Lady Butterfly, and others.

Jones, William Tudor

The reality of the idea of God. 160p. (bibl. footnotes) O [n.d.] N. Y., Richard R. Smith \$2

Groves, Ernest W. Hey, M. D.

Synopsis of surgery; new 9th ed. 684p. il. (pt. col.) D '30 N. Y., Wm. Wood \$5

Haze, Skipper

The challenger [humor]. 24p. il. S c. '30 Toledo, Ohio, Skipper Haze Pub. Co., 2128 Jefferson Ave. 50 c.

Herbert, Frederick Hugh

Vengeance; a drama of the Congo; based on the motion picture story. 98p. D [c. '30] N. Y., Jacobsen Pub. Co. apply

Indian-loving Catlin and his buffalo powder horn.

39p. (15p. bibl.) il. O [c. '30] [Wilkes-Barre, Pa.] Wyom. Historical & Geological Soc. pap. apply

Kilpatrick, Wylie

Problems in contemporary county government; an examination of the process of county administration in Virginia. 687p. (bibl. footnotes) O (Inst. monograph, no. 8) '30 University, Va., Inst. for Research in Social Sciences \$5; pap., \$4

Kaufmann, Alfred

Modern Europe; from the sixteenth century to the present time. 672p. (5p. bibl.) il., maps D (Betten-Kaufmann histories) [c.'30] Bost., Allyn & Bacon \$2

Keverne, Richard, pseud. [Clifford James Wheeler Hoskin]

The strange case of "William" Cook. 362p. D (Copyright fiction) [n.d.] N. Y., Burt 75 c.

Krupskaya, Nadezhda K.

Memories of Lenin; tr. by E. Verney. 220p. D [30] N. Y., Internat'l Publishers \$1.50

A portrait of Lenin by his wife and, for thirty years, his co-worker.

Labaree, Clara Gray

Bhaskar and his friends; a course on India for primary children. 110p. (3p. bibl.) il., map D [c.'30] N. Y., Friendship Press \$1; pap. 75 c.

Labaree, Leonard Woods

Royal government in America; a study of the British colonial system before 1783. 503p. (20p. bibl. note) O (Yale historical pub'ns., studies, 6) c. New Haven, Conn., Yale \$4.50

The author is assistant professor of history in Yale University.

Langley, John Prentice

Chasing the setting sun, or, A hop, skip and jump to Australia. 224p. front. D (Aviation ser.) [c.'30] Newark, N. J., Barse & Co. 50 c.

Large, Mrs. Jean Henry

Nancy goes Girl Scouting; introd. by Mrs. Herbert Hoover. 189p. front. D '30, c.'27, '30 N. Y., Appleton \$1.50

Nancy moves from her ranch to the city, is plunged into Scout work, and tells all her adventures in her letters to a friend back home.

Lawrence, Josephine

Christine. 302p. il. D [c.'30] N. Y., Cupples & Leon \$1.50

Leang-Li, T'ang

The inner history of the Chinese Revolution. 406p. O '30 N. Y., Dutton \$5

The author has been closely associated with the prominent leaders of the Chinese Revolution, has had access to many confidential documents and is acquainted with the secret decisions of their Political Council.

Lincoln, Joseph Crosby

Silas Bradford's boy. 376p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Liudprand of Cremona

The works of Liudprand of Cremona; Antapodosis; Liber de rebus gestis Ottonis; Relatio de legatione Constantinopolitana; tr. by F. A. Wright. 287p. (bibl. footnotes) O '30 N. Y., Dutton \$4

Kinkead, Robert E.

Weld design and production, with particular application to safety and cost. 116p. il. O '30 N. Y., Ronald Press \$4

Kirkpatrick, Ellis L.

The English River Congregation of the Church of the Brethren. 107p. (bibl. footnotes) Q (Ia. monograph ser. no. 2) '30 Iowa City, Ia. State Historical Soc. of Ia. pap. apply

Lapham, Alice Gertrude

The old planters of Beverly in Mass. and the thousand acre grant of 1635. 142p. il., maps, O '30 Beverly, Mass., Beverly Historical Soc. \$3

The writings of a Bishop of the 10th century on the affairs of his time in southern Europe are now first translated into English.

Locke, William John

Ancestor Jorico. 339p. D (Copyright fiction) [c.'29] N. Y. [Burt] 75 c.

Loring, Mrs. Emilie Baker

Lighted windows. 320p. D [c.'30] Phil., Penn \$2

The romance of Bruce Harcourt and Janice Trent, which began with a lost black satin slipper on Fifth Avenue, develops against the background of an Alaskan engineering camp.

Lovelace, Maud Hart [Mrs. Delos W. Lovelace]

Petticoat court; a novel. 318p. D [c.'30] N. Y., John Day \$2

The romance of a girl from New Orleans at the French court of the Second Empire.

Luther, Mark Lee and Ford, Lillian Cope [Mrs. Thomas Cummings]

The Saranoff murder. 313p. diagr. D [c.'30] Ind., Bobbs-Merrill \$2

Saranoff, the great Russian movie star, one of the characters in "Card 13," is, herself, murdered in her Hollywood mansion.

Macdonald, Zillah K.

Mic Mac on the track. 156p. il. D c. N. Y., Appleton \$1.50

A story of railroading for younger boys and girls.

MacEwan, Desiree

The first two years of pianoforte study. 46p. O '30 N. Y., Oxford \$1

McFee, William

Pilgrims of adversity. 443p. map D (Copyright fiction) [c.'28] [N. Y., Burt] 75 c.

McGee, R. A., and Sturtevant, Walter W.

General mechanical drawing; a course based on the junior-high-school movement. 206p. (bibl.) il., diagrs. O [c.'30] Milwaukee, Bruce Pub. Co. \$1.48

Madariaga, Salvador de

Sir Bob; il. by Lynd Ward. 209p. O [c.'30] N. Y., Harcourt \$2.50

A story of delicious nonsense about Sir Bob and his seven-year-old daughter, for children and adults as well.

Magill, Marcus

I like a good murder. 314p. D c. Phil., Lippincott \$2

That was what Molly said less than an hour before Peter's body was found in the little room back of the London restaurant where she was sitting.

Love-letters of a genius

73p. D [c.'30] N. Y., Union Sq. Bk. Shop pap. \$1

Lush, W. Edward

Symbols of the catechism; a manual for teachers. 134p. il. S [30] Milwaukee, Morehouse Pub. Co. pap. 80 c.

McClintock, Miller and Williams, Sidney J.

Municipal organization for street traffic control. 28p. (bibl.) diagrs. O (Pub'n. no. 16) '30 N. Y., Municipal Administration Service, 261 B'way pap. 35 c.

Mansfield, Katherine, pseud. [Kathleen Beauchamp Murry, Mrs. John Middleton Murry]

The aloe [lim. ed.] 135p. O c. N. Y., Knopf bds. \$5, bxd.
A story of the Burnell family, written in 1916, which the late author used later as part of her story "Prelude."

Maritain, Jacques

An introduction to philosophy; tr. by E. I. Watkin. 272p. (bibl. footnotes) D '30 N. Y., Longmans \$3

The first of a series of seven books intended as text-books for a French university course but published in this form for general readers.

Mary Henry, Sister, and others

Fifth reader. 396p. il. D (Rosary readers) [c. '30] Bost., Ginn 88 c.

Maurois, André

The silence of Colonel Bramble; tr. by Thurfrida Wake and Wilfrid Jackson; introd. by Brand Whitlock [new ed.]. 201p. D '30, c. '20, '30 N. Y., Appleton \$2.50

Maxwell, Violet, and Hill, Helen

Galley Jack crosses the line. 105p. il. (col. front.) S (Round table ser.) c. N. Y., Harper \$1

More adventures of a ship's cat. For children from 8 to 12.

Meador, Stephen Warren

Red Horse Hill. 244p. il. O [c. '30] N. Y., Harcourt \$2.50

A story for boys about Bud Martin and his dog, Tug, who took care of a racing horse named Cedar.

Mérimée, Prosper

Colomba. 108p. il., map S (Dent's treasures of French lit.) [30] [N. Y., Dutton] 70 c.

Merrick, Leonard [originally Leonard Miller]

The little dog laughed. 316p. D c. N. Y., Dutton \$2.50

A new volume of short stories—the first book in four years by the author of "Conrad in Quest of His Youth." The Dutton prize book for September.

Meyer, Jacob C.

Church and state in Massachusetts, from 1740 to 1833; a chapter in the history of the development of individual freedom. 284p. (17p. bibl.) O c. Cleveland, O., Western Reserve Univ. Press \$1.50

The author is assistant professor of history in Western Reserve University.

Mjöberg, Eric Georg

Forest life and adventures in the Malay Archipelago; tr. by A. Barwell. 201p. il. (col. front.), map O [30] N. Y., Morrow \$4

The strange animals and plants studied by a Swedish naturalist during eight years spent in the tropical forests of Borneo and nearby islands.

Moeschler, Velma

Virginia cookery. 115p. front. O [c. '30] Roanoke, Va. [The Meiringen, 23 Church Ave., W.] \$2

Menus of all kinds, and recipes.

Mullendore, William

The urge of the unrational in religion. 255p. front. (por.) D [c. '30] Bost., Stratford \$1.50

On the eternal verities of the Bible.

Napoleon's book of fate and oraculum; containing dreams and their interpretation: weather omens; astrological miscellany, and important advice. 191p. il. D (Home hand b'ks.) [n.d.] Phil., McKay 75 c.

Niedermeyer, Maud Wilcox

Billy Boy's sea adventures. 145p. il. (col. front.) D [c. '30] N. Y., Sully \$1.50

A little boy's experiences at the bottom of the ocean.

North, John

St. Peter and the profile. 287p. D c. N. Y., Duffield \$2

The mystery of the life and death of an eminent English portrait painter is revealed during the events of twenty-four hours.

O'Brien, M. A.

New English-Russian and Russian-English dictionary; 2 v. 363p.; 344p. S '30 N. Y., G. E. Stechert \$4

Omar Khayyam

The quatrains of Omar Khayyam; tr. by Friedrich Rosen. 105p. il. D [n.d.] N. Y., Dutton \$2.50

A new translation together with a translation of two old Persian manuscripts, recently come to light.

Orton, Helen Fuller [Mrs. Jesse F. Orton]

Grandmother's cooky jar. 128p. il. (col. front.) O c. N. Y., Stokes \$1.50

A story of how the cooky-jar crossed the country with the pioneers. For younger children.

Packard, Frank Lucius

The Big Shot. 286p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Jimmie Dale and the blue envelope murder. 289p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

A new Jimmie Dale story of murder, excitement and underworld adventures.

Panferov, F.

Brusski; a story of peasant life in Soviet Russia; tr. by Z. Mitrov and J. Tabrisky. 300p. O [n.d.] N. Y., Internat'l Publishers \$2.50

This is a novel about a whole village, Brusski, where a group of poor peasants start to build a community farm.

Marks, Lionel S., ed.

Mechanical engineers' handbook; new 3rd ed. 2264p. il. D '30 N. Y., McGraw-Hill flex. cl. \$7

Marshall, Gertrude Weeks

Poems of pioneer days, and other poems. 40p. O '30 Groveton, N. H., Advertiser Press apply

Morley, S. Griswold

Lope de Vega's Peregrino lists. 20p. (bibl. footnotes) O (Univ. of Cal. pub'ns. in modern philology; v. 14, no. 5) '30 Berkeley, Cal., Univ. of Cal. Press pap. 30 c.

Nichols, Henry W.

Restoration of ancient bronzes and cure of malignant patina. 51p. (bibl. footnotes) il., diags. O (Museum technique ser., no. 3) '30 Chic., Field Mus. pap. 50 c.

O'Hara, Frank Hurburt

The University of Chicago; an official guide [2nd ed.]. 176p. il., diagr. T [c. '28, '30] Chic., Univ. of Chic. Press pap. apply

Ort, Jane

Mr. Mogo Mouse. 39p. il. (col.) D (Volland sunny b'k. ser.) [c. '30] Joliet, Ill., Volland apply

Pérez Lugín, Alejandro

La casa de la troya; ed. by Arthur Leslie Owen. 224p. S (Stanford Spanish ser.) c. Stanford Univ., Cal., Stanford Univ. Press \$1.60

Petrova, Natalia

Twice born in Russia; my life before and in the Revolution; tr. by Baroness Mary Budberg; introd. by Dorothy Thompson. 212p. D c. N. Y., Morrow \$2

The personal experiences of a woman of aristocratic birth, before, during, and after the Bolshevik Revolution.

Peyser, Ethel Rose

Cheating the junk-pile; the purchase and maintenance of household equipments; introd. by Richardson Wright; new, enl. ed. 512p. il. O [c.'22, '30] N. Y., Dutton \$3.50

Psychos

The mystery of your palm; how it affects your life, your career, your marriage. 158p. il. D (Home hand b'ks) [n.d.] Phil., McKay 75 c.

How to read character and past and future events from the lines in your hand.

Quinn, Vernon

The march of the iron men; the tale of the Crusades. 315p. il. (col. front.), map D c. N. Y., Stokes \$2

The story of the Crusades for young people.

Rawstorne, Lawrence

Gamonia; or, The art of preserving game; and an improved method of making plantations and covers; new ed. with introd. and note on the author's game register by Eric Parker. 256p. il. (col.) O '30 Phil., McKay \$25

First published privately for the author in 1837, this work has been a collectors' item ever since.

Reeve, Christopher

The toasted blonde. 314p. D c. N. Y., Morrow \$2

After a mysterious murder Sir James Winthrop realizes that the beautiful Vivian Luttrell has innocently involved herself, her relatives and friends in a hideous situation.

Richardson, Henry Handel

Maurice Guest [rev. ed.] 566p. D [c.'30] N. Y., Norton \$2.50

A re-publication of the first novel by the author of "Ultima Thule."

Robinson, Gertrude

White heron feather; il. by Erick Berry. 299p. il., map D [c.'30] N. Y., Harper \$2

The adventures of a white girl of the 17th century, who was brought up by the Maine Indians.

Rockwood, Roy

Bomba the jungle boy on the underground river. 86p. front. (col.) D (Bomba ser., v. 9) '30 N. Y., Cupples & Leon 50 c.

Roddie, Louis Harry

Edward Jenner and the discovery of small-pox vaccination. 155p. (7p. bibl.) il. S c. [Menasha, Wis.] Geo. Banta Pub. Co. \$1

A biography of the discoverer.

Rosen, Friedrich

Oriental memories of a German diplomatist. 309p. il. O [n.d.] N. Y., Dutton \$5

Recollections of the Near East before it was changed by the introduction of European ways and ideas during a forty-year period up to the end of the last century.

Rothery, Agnes Edwards [Mrs. Harry Rogers Pratt, Agnes Edwards, pseud.]

South America, the west coast and the east. 310p. (3p. bibl.) il., map O c. Bost., Houghton \$4

An up-to-date description of coast-voyaging around South America, making the southernmost portion of the circuit by land from Valparaiso across to Buenos Aires.

Ryerson, Florence [Mrs. Colin Campbell Clements], and Clements, Colin Campbell

This awful age. 273p. D '30, c. '25-'30 N. Y., Appleton \$2

The adventures of a boy and girl in their 'teens during the "growing up" process.

St. John, Charles W.

Porto Rican neighbors. 98p. il. S [c.'30] N. Y., Friendship Press \$1

Five stories about native children in Porto Rico.

Scarlett, Roger, pseud. [Evelyn Page and Dorothy Blair]

The Back Bay murders. 295p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

Murder in a Boston boarding-house.

Schmidt, Nathaniel

Ibn Khaldun; historian, sociologist and philosopher. 67p. (bibl. notes) O c. N. Y., Columbia Univ. Press \$2

A study of a great Arab writer.

Scholes, Percy A.

The listener's history of music [3 v. in 1] 672p. il. D '30 N. Y., Oxford

\$6.50; encyclopaedic index, also sold separately, pap., 35 c.

Seaman, Owen

Interludes of an editor. 167p. D ['30] N. Y., Richard R. Smith \$2.50

A selection of the author's light verses from Punch since 1908.

Sherwood, Henry Noble

Makers of the New World. 295p. il., maps D ['30] Ind., Bobbs-Merrill \$1.50

Short biographies of the men who made America. For younger readers.

Silvers, Earl Reed

The scarlet of Avalon. 266p. il. D '30, c. '29, '30 N. Y., Appleton \$2

A story of college life and athletics.

Pemberton, Grace Fisher

Poems. 69p. front. (por.) D '30 Fall River, Mass., Munroe Press, 107 Borden apply

[Reid, William Alfred]

Rubber; 2nd ed. 30p. il., map O (Commodities of commerce ser., no. 15) '30 Wash., D. C. [Pan Amer. Union] apply

Rice, Grantland, ed.

Spalding's golf guide, 1930. 258p. il., diags. S (Spalding's athletic lib., no. 3X) c. '30 N. Y., Amer. Sports Pub. Co. pap. 35 c.

Robinson, Nora and Fay, W. G.

On the road to Cork; a comedy in one act. 19p. diagr. S (French's acting ed., no. 1249) c. '30 N. Y., S. French pap. 35 c.

Serby, Myron W.

The stadium; a treatise on the design of stadiums and their equipment. 64p. (4p. bibl.) il., diags. O [c.'30] N. Y., Amer. Inst. of Steel Construction apply

Small, Austin J. [Seawark, pseud.]

The needle's kiss. 312p. D (Copyright fiction) [c.'28,'29] N. Y., Burt 75 c.

Sommerfeld, Arnold Johannes Wilhelm

Wave-mechanics; tr. by Henry L. Brose. 316p. diagrs. O [n.d.] N. Y., Dutton \$6.25
A supplementary volume to "Atomic Structure and Spectral Lines," depicting recent developments in atomic physics.

Spenser, Edmund

Spenser's Faery Queene; bk. 1; ed. by Guy N. Pocock. 256p. front. T (King's treasures of lit.) [30] N. Y., Dutton 45 c.

Starrett, Vincent

The blue door. 345p. D (Crime club) '30, c.'26-'30 Garden City, N. Y., Doubleday, Doran \$1
Ten stories of crime and detection.

Stephenson, Mary, comp.

Dent's elementary Spanish reader; forty short stories. 143p. il. D (Dent's modern lang. ser.) [30] [N. Y., Dutton] \$1

Stevens, Dinah

Tomboy. 277p. il. D c. N. Y., Appleton \$2
When Jane discovers her father has taken all their money from the people of the Maine village she loves, she decides that she must pay them back herself. A story for girls.

Strange, John Stephen

The strangler fig. 295p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran, \$1
The mystery of three deaths at an island house-party off the Florida coast. A Crime Club selection.

Thurston, Herbert

No popery; chapters on anti-papal prejudice. 329p. (bibl. footnotes) D '30 N. Y., Longmans \$3
A defense of the Papacy against the prejudice and false beliefs about it.

Trail, Armitage

Scarface. 286p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

Vandercook, John Womack

Black majesty; the life of Christophe, King of Haiti; il. by Mahlon Blaine. 217p. (3p. bibl.) il. (pt. col.) O [c.'28] N. Y., Blue Ribbon Books, 448 4th Ave. \$1
The first of the "Blue Ribbon Books," a new series of popular reprints.

Van de Water, Frederic Franklyn

Alibi. 281p. D (Crime club) '30, c.'29,'30 Garden City, N. Y., Doubleday, Doran \$1
An airplane murder investigated by the State Police.

Vaughan, Herbert Millingchamp

Studies in the Italian Renaissance. 274p. il. O [n.d.] N. Y., Dutton \$4
Twelve closely related studies on the Medici, Borgias, Savonarola, Machiavelli, Cellini, da Vinci, Michelangelo, Raphael, and others.

Vladimirtsov, B. I'a

The life of Chingis-Khan; tr. by Prince D. S. Mirsky. 184p. (bibl.) D '30 Bost., Houghton \$2.50
A life of the conqueror, Gengis-Khan by an authority on Mongolian history and language.

Vrijdaghs, Paul and Ripman, Walter, comps.

Dent's second French reader; twenty-seven tales and legends. 183p. il. D (Dent's modern lang. ser.) [30] [N. Y., Dutton] 80 c.

Wagner, Mrs. Mabel Garrett

Children of sea and sun; a course on the Caribbean Islands for primary boys and girls. 128p. (5p. bibl.) map D [c.'30] N. Y., Friendship Press bds., \$1; pap., 75 c.

Wallace, Edgar

The missing millions. 330p. D (Copyright fiction) [c.'24,'25] N. Y., Burt 75 c.
The three just men. 353p. D (Copyright fiction) [c.'25,'29] N. Y., Burt 75 c.

Warner, Ann Spence

Sidesaddle Ranch. 288p. il. D [c.'30] Ind., Bobbs-Merrill \$1.75
A story of the 1870 gold rush days in Colorado for young people.

Wayne, Priscilla

Marriage on approval. 352p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.
A young couple tries companionate marriage.

Wells, Carolyn [Mrs. Hadwin Houghton]

The tapestry room murder. 320p. D (Copyright fiction) [c.'28,'29] N. Y., Burt 75 c.

White, Nelia Gardner

Toni of Grand Isle. 298p. D [c.'30] Phil., Penn \$2
A story of Canadian family life.

Whiting, John Downes

The trail of fire; a story of the famous Alabama. 283p. il. D [c.'30] Ind., Bobbs-Merrill \$1.75
The adventures of a Confederate commerce raider, the terror of the seas for two years. For boys.

Wilcox, Earley Vernon and Wilson, Flora H.

Tama Jim. 201p. il. (pors.) D [c.'30] Bost., Stratford \$2
The story of James Wilson's sixteen years as Secretary of Agriculture, under McKinley, Roosevelt, and Taft.

Smith, Philip S.

Mineral industry of Alaska in 1928, and administrative report. 96p. (bibl. footnotes) diagrs. O (U. S., Dep't. of Interior, bull. 813-A) '30 Wash., D. C., Gov't. Pr. Off.; Sup't of Doc. pap. 15 c.

Swears, Herbert

Interlude; a duologue. 14p. diagr. S (French's acting ed., no. 2191) c.'30 N. Y., S. French pap. 35 c.

Wall, I. R.

The fundamentals of philosophy. 33p. S [c.'30] Morro Bay, Cal., Morro B'k Shelf pap. 35 c.

Watson-Williams, Patrick

Chronic nasal sinusitis. 237p. il. O '30 N. Y., Wm. Wood \$5

Werner, Charles Jolly

Eric Mullica and his descendants; a Swedish pioneer in New Jersey; together with a description of the Mullica River region in Burlington and Atlantic Counties, N. J. 117p. O '30 New Gretna, N. J., C. J. Werner \$7.50

World against him (The); by Algernon Cimex, alias

The runner, alias The bedbug. 40p. S [n.d.] Englewood, N. J., Insecta Press bds. \$1

[Young, Stanley P.]

Hints on coyote and wolf trapping. 8p. il. O (U.S. Dep't. of Agri., leaflet no. 59) [30] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Williams, Guy

Logger-talk; some notes on the jargon of the Pacific northwest woods. 30p. D (Univ. of Wash. chapb'ks, no. 41) c. Seattle, Wash., Univ. of Wash. Bk. Store pap., 65 c.

Williams, Norman Powell, D.D.

The Grace of God. 123p. (bibl. footnotes) D (Anglican lib. of faith and thought) '30 N. Y., Longmans \$1.35

Wingfield-Stratford, Esmé Cecil

The history of British civilization [new 1 v. ed.]. 1351p. (bibl. footnotes) O '30 N. Y., Harcourt \$5

Yates, F. D., and Winter, W.

Modern master-play; foreword by W. H. Watts. 105p. il. (pors.), diagrs. O '30 Phil., McKay \$2.50
The evolution of modern chess, studies of great players, and analyses of their styles.

Title Index to The Weekly Record

Does not include the material listed in smaller type

- A-100. Harrison, B. \$2 Dutton
Adventures of Fairy Tinkle Toes. Jean, E. \$1.25 Sully
Alibi. Van de Water, F. F. \$1 Doubleday, Doran
Aloe, The. Mansfield, K. \$5 Knopf
Amazing adventures of Kermit the Hermit Crab, The. Chamberlin, E. C. \$1.50 Sully
American home library, The. Bateman, O. W. \$5.50; \$7.50 Union Pub. House
Ancestor Jorico. Locke, W. J. 75 c. Burt
Auctioning of Mary Angel, The. Dawson, C. W. \$1 Doubleday, Doran
Back Bay murders, The. Scarlett, R. \$1 Doubleday, Doran
Baron Fritz. Federn, K. \$2.50 Farrar & Rinehart
Baron's fancy, The. Botkin, G. E. \$1 Doubleday, Doran
Beaten mental work. Horth, A. C. \$1 Putnam
Betty Gordon at mystery farm. Emerson, A. B. 50 c. Cupples & Leon
Bhaskar and his friends. Labaree, C. G. \$1; 75 c. Friendship Press
Bid her awake. Grigs, M. \$2 Houghton
Big business girl. \$1 Farrar & Rinehart
Big Shot, The. Packard, F. L. 75 c. Burt
Billy Boy's sea adventures. Niedermeyer, M. W. \$1.50 Sully
Black majesty. Vandercook, J. W. \$1 Blue Ribbon Books
Blue door, The. Starrett, V. \$1 Doubleday, Doran
Bomba the jungle boy on the underground river. Rockwood, R. 50 c. Cupples & Leon
Boy ranchers in Terror Canyon, The. Baker, W. F. 50 c. Cupples & Leon
Brusski. Panferov, F. \$2.50 Internat'l. Publishers
Candidate for the line. Barbour, R. H. \$2 Appleton
Casa de la troya, La. Perez, L. \$1.60 Stanford Univ. Press
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Old and Rare Books

Frederick M. Hopkins

THE auction season in London has closed and by September 1st most of the American booksellers who have been book hunting in England and on the Continent will have returned home. Many shipments will have preceded them and others will soon follow. We shall know more about the success of the annual trips abroad later. The general impression is that through the public sales, purchases from booksellers and in private, the importations will be nearly or quite as large as in recent years. The auction season has been a fairly good one with many small consignments of selected rarities. Auction prices have been good from the seller's point of view and frequently new high records were made. The stock among the English rare book dealers has hardly been up to the average of recent years, and wholesale prices have been high. It has required skill, patience and perseverance to secure the right stock at the right prices from trade sources. In recent years there has been a tendency of book collectors to sell direct to American dealers, and this season has not been an exception in this respect.

EXHIBITIONS of autograph letters, documents and manuscripts are growing in popularity the world over. It is becoming the custom as a feature of the celebration of literary and historical anniversaries to display collections of autographical material. Germany has been a leader in commemorations of this sort. An interesting exhibition is now being held at Dresden. The State Museum is exhibiting the original drafts of the Augsburg Confession in connection with the four hundredth anniversary of that noted document. Not only those but many other exhibits of surpassing interest are to be seen, among them the protocol of the decisive

session of the Augsburg Reichstag, signed by Emperor Karl V; letters written to Eck, Thomas Munster and Agricola before the year 1530, dealing with Tetzels and the sale of absolutions, and, above all, a letter written by Martin Luther to Duke George of Saxony, and first editions of Luther's treatises on the Babylonian Captivity. The great reformer's drinking cup and seal ring are also shown, as well as exhibits connected with Melancthon and others who played a great part in the Reformation. A report of the first Protestant service held in Dresden, July 7, 1539, is also to be seen.

RECENT sale in England for \$1,000 of a document supposed to be the original draft of Robert E. Lee's farewell to his troops has led the manuscript division of the Library of Congress to report that the original draft in all probability has disappeared. Eight copies bearing Lee's signature, each believed by its owner to be the original, have been submitted to the library for examination. The most famous of these are designated as the Marshall copy and the Bouldin copy. They differ in slight textual details. Charles Marshall, Lee's aide, drew up the first draft, but there is a question as to whether the Marshall copy is in the aide's handwriting. The Bouldin copy belonged to B. Bouldin; it is in the penmanship of his brother-in-law, William L. Ward, believed by members of his family to have been a headquarters clerk ordered to write the original draft out in ink from a memorandum furnished by Colonel Marshall. Experts of the Library of Congress say that they cannot determine which is the original among so many claimants. They advance the alternative suggestion that the first draft was long ago lost beyond the probability of positive identification.

A COLLECTION of 25,000 volumes on the history of science and theology collected by Chester H. Thordarson of Chicago, is described by J. Christian Bey in the current issue of the "Papers of the Bibliographical Society of America" (Vol. 23 Pt. 1) University of Chicago Press. Mr. Thordarson, an Iclander by birth, is an inventor and electrical manufacturer who has brought together a collection of outstanding quality.

LEWIS M. KNAPP, Williams College, Williamstown, Mass., writes: "I have sometime been engaged in problems connected with the biography of Tobias Smollett, and I should be most grateful for any information regarding manuscript material concerning Smollett or his wife, Ann Smollett. Any such assistance will be duly recognized."

EVIDENTLY the American book market is increasing in importance even to the Continental booksellers. Two catalogs have reached us that have been translated into English and many have been sent to this country. One comes from Heise, Maison & Co. of Berlin, Germany, and lists 626 lots of selected fine books from 1476 to 1880. The descriptions are printed in English and there are many illustrations. The other comes from Gilhofer and Ranschburg, of Vienna, Austria, and is a large quarto catalog of 144 pages of "Woodcut Books of the Sixteenth century, profusely illustrated. The descriptions are printed in English and are extensive and accurate. The illustrations

shown are the work of old masters including Dürer, Graf, Schaeufelein, Burgkmair, Welditz, Springinklee, Behan, Cranach, Holbein, Amman, Tory and others.

JOHAN MASEFIELD'S new book, "The Wanderer," the biography of a fine old sailing ship, told in verse and prose, will be published in book form this fall by the Macmillan Company. The first English edition will be one of the smallest and rarest ever published. Only the King and the royal family will receive copies.

A TABLET has recently been unveiled on the façade of the Villa Tolomei at Bagni di Lucca, in Tuscany, where Robert and Elizabeth Barrett Browning, with their little son, spent the summers of 1853 and 1857. The memorial tablet is a gift from Baylor University, located in Waco, Texas, where the most important collection in America of Browning works is kept. A company of enthusiastic students of the two famous English writers, under the leadership of Dr. A. J. Armstrong of Baylor University, attended the interesting ceremony of the unveiling of the tablet. The Podesta and all the authorities of Bagni di Lucca welcomed the visitors, and the ceremony was witnessed by a large number of British and American residents in Tuscany. The memory of the Brownings is still cherished in Italy and, as the inscription placed upon the house in Florence where Elizabeth Barrett Browning spent her last ten days says, her verses "have forged a golden link between Italy and England."

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Forthcoming Issues

✿ ✿ ✿ The leading article for next week's *Weekly* is one by Ruth Leigh on "What Do You Know About Your Store's Customers?" Ruth Leigh is going out again this fall to do field work for the National Association of Book Publishers. She will conduct conferences for booksellers in a number of Middle Western cities. Booksellers who are anxious to have one of Miss Leigh's conferences in their city are asked to write to Marion Humble, in care of the N. A. B. P., 347 5th Avenue, New York City. ✿ ✿ ✿

✿ ✿ ✿ The Bookmaking Department will appear in next week's issue. It will include the third part of Max Mayer's article on "Maps and Their Making"; an outline of the history of printing by Edward S. Stevens of the Pratt Institute Library; the second part of Herbert Simons' "A Printer's Notes on Book Production"; "Fine Books in the Present Market" by Paul Johnston. The list of the Fifty Best British Books, recently on exhibition in the New York Public Library, will

also be printed in this department. ✿ ✿ ✿

✿ ✿ ✿ Ethel Cleland, librarian of the business branch of the Indianapolis Public Library, has written an article on "What Does the Business Executive Read?" It will appear in an early issue. ✿ ✿ ✿

The Publishers' Weekly

The American Booktrade Journal

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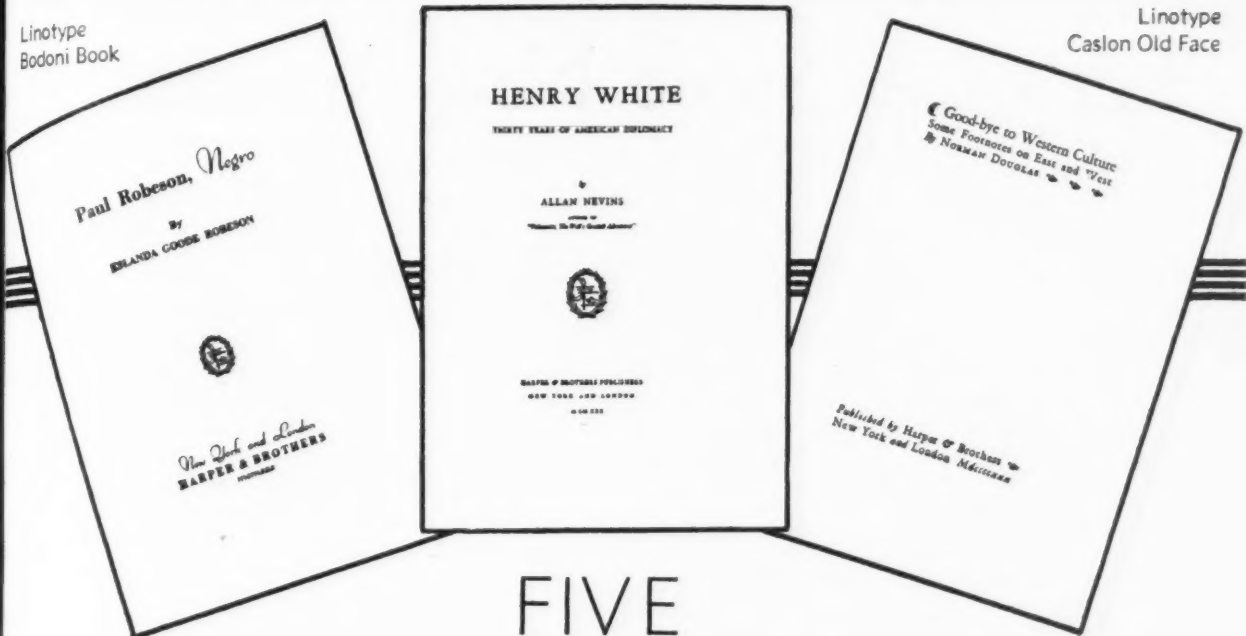
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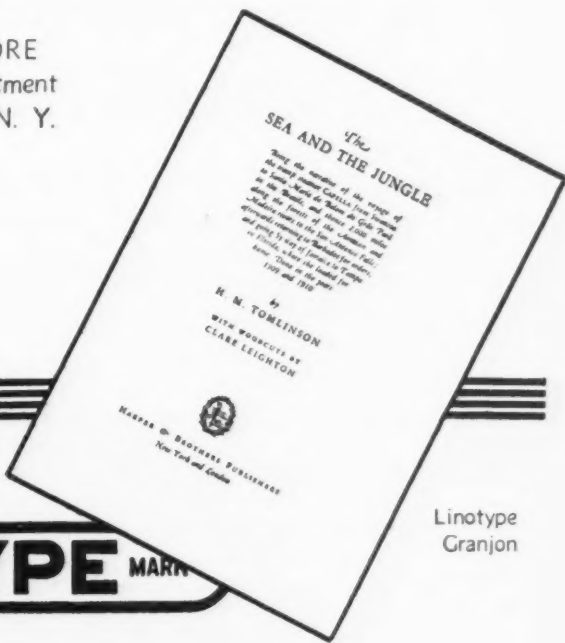
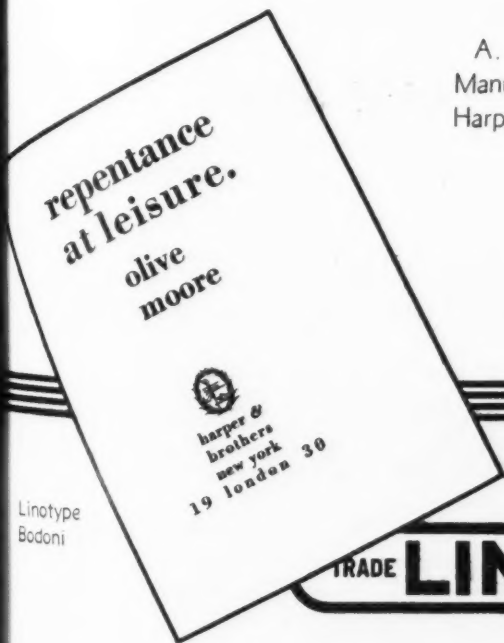
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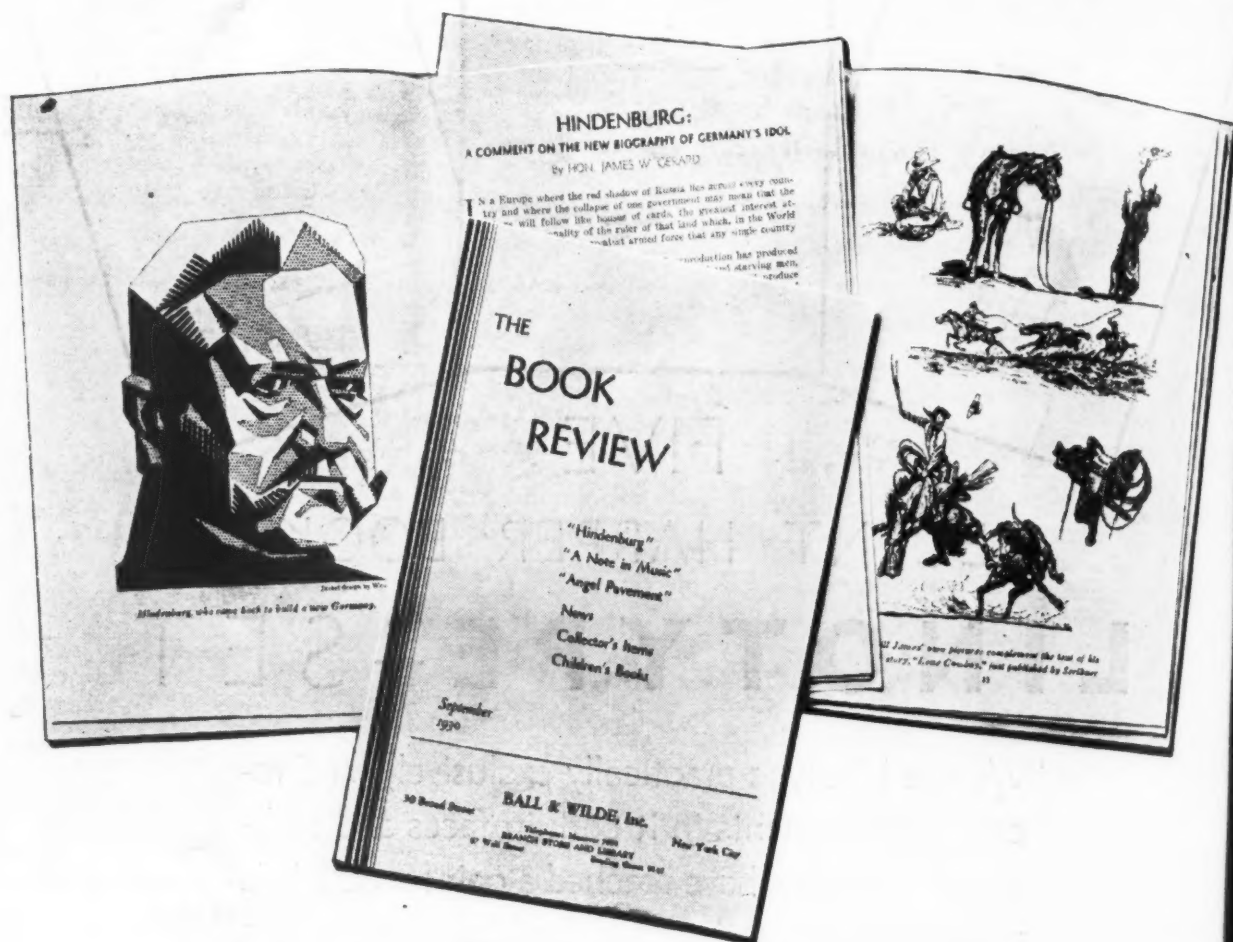
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